

Simplicity

the
fashion magazine
for women
who sew



mother 3652
daughter 3653

1951
Fall-Winter
Pattern
Book

35c

1 yard x $2\frac{7}{8}$
 = my prettiest
 new school dress
 made of
 E&W

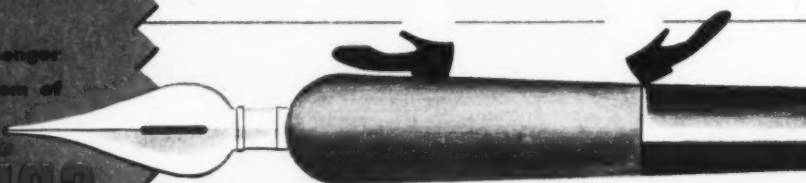
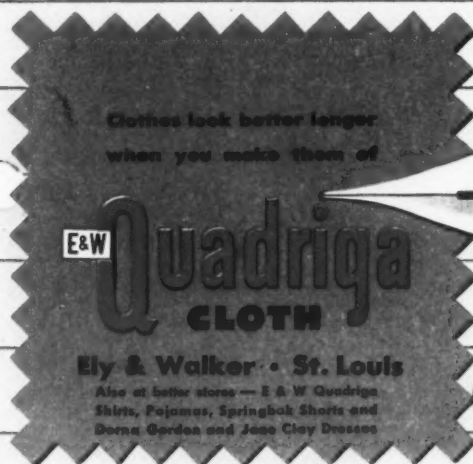
QUADRIGA

HEAD OF THE CLASS!

It's never too young to learn about Quadriga Cloth, the one-and-only cotton fabric that has all the answers to the school-clothes problem. Colors that stay bright through countless washings . . . long wear . . . a needleized finish for easy sewing . . . and low cost! Visit your Quadriga counter soon. Bring home the makings of a thrilling school wardrobe from Quadriga's new Fall prints and 54 matching plain colors. Start your daughter's education in how to get the most fashion-for-the-money.



Simplicity Pattern 8326

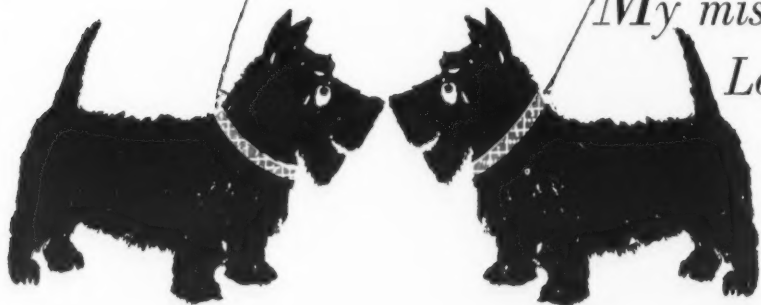




Simplicity Pattern #3631



Simplicity Pattern #3670



*"My mistress is making a new fall dress of
Lankenau standard size authentic Tartan"*

*"How nice, mine prefers her
Lankenau plaid in miniature size"*

Naturally, Fall means a new Lankenau plaid dress — so make yours in either standard or miniature authentic clan plaid.

Lankenau's rayon, known through the years for reliability, has the appearance and texture of wool at a fraction of its price.

Choose your authentic Tartan and start sewing a new outfit because you'll want to wear it quicker than you can say "Jock Robinson." 54" wide.

Lankenau



Co., Inc., 1450 Broadway, New York 18, N. Y.

VICTORIAN IDEAS . . .

an age of manners, reborn in the crisp textures of these Cohama imported pure silk, yarn-dyed taffetas . . . in a wonderful whirl of plaids and stripes . . . sometimes bold, sometimes shy, always news. Opposite, seven examples, all in woven patterns, all with a reminiscent Victorian rustle, yet saying new things in fashion. Some are soft-spoken plaids outlined in satin stripes, some are large, gay patterns, others subtle as the bouquet of fine wine.

THE WEAVE IS NEWS . . .

the weave is wearable, wonderful, welcome. The weave is Jacquard, in the tradition of intricate tapestries and brocades. But a new spirit of Jacquard—in pure silk taffetas, in rayon taffetas, in textures ever-rich in surface treatment. New Cohama patterns include: abstract geometrics, a remarkably textured Barathea, florals, scrolls, spatter-dots. Opposite, seven examples of a great weaving art.

BURNISHED COLORS . . .

hues of gold, bronze, copper and brown glow brightly, gleam softly, in the autumn fashion sky. Cohama's imported pure silks, satin-sheen rayon gabardines, ombre plaid suitings, bold rayon plaids, among others, reflect Fall's important burnished tones.

THE LOOK OF WORSTEDS . . .

is the look of new Cohama rayon suitings, is the trim, tailored look, suited to 365 days a year. Patterns follow the man—or the mood: some traditional, some daringly original. Shown opposite, from this great group: shepherd's checks, handsome coverts, baguette pattern of textured diamonds, classic morning-frock trouser stripes, buttery gabardines. Cross-dyed colors, woven patterns, all following the techniques of wool weaving.

RIBS AND CORDS . . .

come to the surface with a new fascination for Fall. For examples: a defined rayon faille, a pure silk repp, a fine faille in pure silk, a distinctively ribbed rayon crepe, a velvety rolled-rib in a soft, drapery rayon crepe. Always the rhythm of a finely lined surface to catch the light, to catch the eye, in suits or dresses.

THE BYZANTINE SPIRIT . . .

vivid overtones, exotic undertones blend to form a symphony of rich winter colors in this new Cohama print group. Inspired by the authentic designs of Kashmir woolens, and deftly translated to make fashion news. In rayon crepes, gabardines or silks . . . for blouses, separates, lounging clothes. Opposite, a handful in colors to lend sparkle to Fall tweeds.

Most fabrics featured on the opposite page will be seen by-the-yard at your favorite store and in ready-to-wear of leading fashion designers and manufacturers. For additional information, write to: COHAMA fabrics, 1407 Broadway, New York 18, N. Y.

1. SATIN STRIPE PLAID
2. WOVEN OVERPLAID ON IRIDESCENT GROUND
3. OMBRE QUARTERED CHECK
4. TRADITIONAL LARGE PLAID
5. RAISED SATIN DOUBLE PLAID
6. PASTEL PLAID
7. "GRAPH" PLAID
... ALL BY COHAMA, IN IMPORTED, YARN-DYED, PURE SILK TAFFETA

1. PERSIAN JACQUARD OF IMPORTED PURE SILK
2. ARROWHEAD RAYON WEAVE ON IRIDESCENT GROUND
3. YARN-DYED RAYON BARATHEA
4. BLOCK WEAVE OF RAYON SURAH
5. LACE WEAVE RAYON JACQUARD
6. YARN-DYED RAYON TAFFETA WITH WOVEN PIN DOT
7. IMPORTED PURE SILK SPATTER-DOT JACQUARD ... ALL BY COHAMA

1. & 2. IMPORTED YARN-DYED PURE SILK FAILLÉ
3. SATIN-PLAID RAYON TAFFETA
4. SPUN RAYON OMBRE PLAID
5. RAYON SHADOW PLAID
6. OMBRE CHECK RAYON SUITING
7. SHEEN RAYON GABARDINE ... ALL BY COHAMA

1. SHEPHERD-CHECK SUITING
2. & 3. COVERT-TYPE SHEEN GABARDINE (16 OZ.)
4. HEATHER CHECK SUITING
5. DIAMOND WEAVE SUITING
6. MORNING-TROUSER STRIPE SUITING
7. OMBRE CHECK SUITING
8. SHEEN GABARDINE SUITING ... ALL BY COHAMA - ALL RAYON

1. EMPHATIC CROSS-DYED RAYON FAILLÉ FOR SUITS AND DRESSES
2. IMPORTED YARN-DYED PURE SILK REPP
3. RAYON CREPE OTTOMAN
4. IMPORTED YARN-DYED PURE SILK FAILLÉ
5. DISTINCTIVELY RIBBED, FULL-BODIED RAYON CREPE
6. MATELASSÉ BAYADERE RIB
7. VELVETY RAYON CORD CREPE ... ALL BY COHAMA

1. PRINTED PAISLEY RAYON GABARDINE
2. TIE PATTERNED SILK PRINT
3. PRINTED SILK FOULARD
4. PRINTED PERSIAN JEWELTONE SILK
5. MOSAIC SILK PRINT
6. FAR EASTERN TILE PRINT ON RAYON SURAH ... ALL BY COHAMA

Most EXCITING New Fabric in Years!

HOFFMAN **desert bloom**

It's the darling of the designers—this deep-textured, soft, rayon duvetyn that looks so luxurious and handles so easily! Now, *for the first time*, you can buy it at your favorite yardage department.

DESERT BLOOM'S versatility, its glowing desert-inspired colors, its permanent *anti-crush* finish, will add new excitement to your make-it-yourself fall fashions.

About \$3.50 per yard.

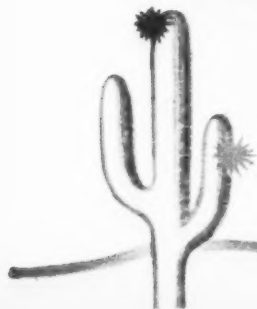
DESERT BLOOM is made permanently crease-resistant with Rochelle "A-C" (anti-crush finish).



SIMPLICITY 2780
PURPLE DESERT BLOOM



SIMPLICITY 3342
RUST DESERT BLOOM



SIMPLICITY 8296
CAMEL DESERT BLOOM



SIMPLICITY 3659
LIME DESERT BLOOM

**desert
bloom**

HOFFMAN
CALIFORNIA
FABRICS

CALIFORNIA
BY THE YARD

766 South Los Angeles Street, Los Angeles

SMOLDERING WITH DRAMA...

SKINNER MATELASSÉ* AND DEEP LUSTRE SATIN*

Giving new import to simple lines—the luxurious knitted textured look of matelassé, with the hushed glow of deep lustre satin.

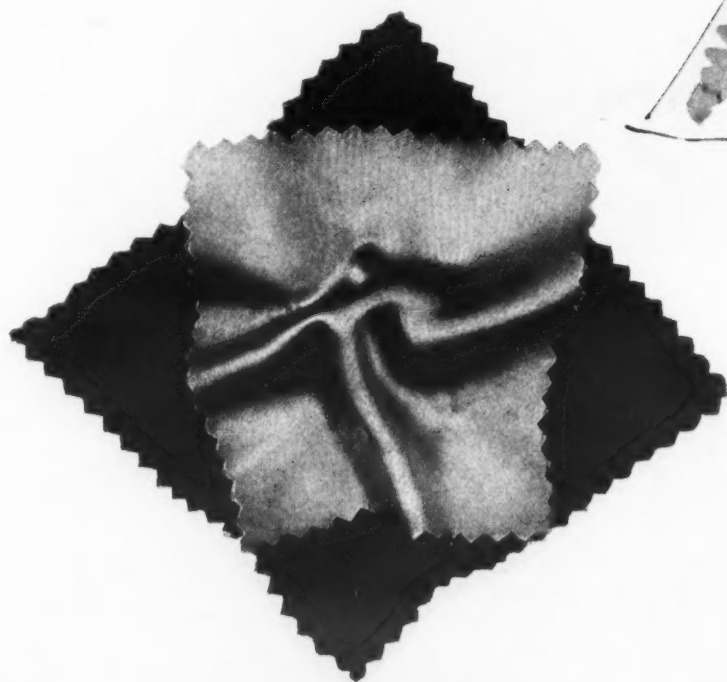
Masterpieces, from the master hand of Skinner, in a prophetic range of new "flight colors". You'll know them on sight. Just—

"Look for the Name in the Selvage."

WILLIAM SKINNER & SONS, NEW YORK 3, N. Y.
Weavers of Famous Skinner Satin Since 1848

Simplicity Designer's Pattern
Blouse #8312—Skirt #3208

*Rayon





The Suit Look for Fall...
in New and Versatile
Celanese* Fabrics!

Here's the most wearable, wonderful suit silhouette in the fall fashion picture! A figure-flattering silhouette that lends itself perfectly to an exciting, new array of lovely-to-look-at, easy-to-handle Celanese fabrics of acetate rayon. For suits, and the suit look in two-piece dresses and separates, you'll find unusual worsted type fall fabrics ranging from the soft, light dress weights to tweed-like and crisp surfaces. For late-day cocktail and evening fashions, there are luxurious taffetas and satins . . . sleek and smooth, or in ribbed and shantung effects. Leading department stores everywhere have these handsome Celanese fabrics in a range of flattering fall colors. You'll want to see them. Celanese Corporation of America, 180 Madison Avenue, New York 16, N. Y.

Celanese* **ACETATE Rayon Fabrics**

*Reg. U. S. Pat. Off.



Simplicity
Pattern #8314



Everyone's fashion fabric in everyone's favorite color

Your sewing time — and money — is well spent when you outfit the whole family in Cone Corduroy. It takes them everywhere, gives handsome rugged wear for all seasons. Not only are styles and sizes individually to-order, but you choose fashion-wise compatible colors you love to wear . . . always in rich velvety texture . . . when you choose Cone Corduroy: just look for the famous name on the back of the cloth.



By the makers of:

CONE | *deeptone** Denim
| Play Denim
| Plisse
| Towels
| Velvelette*

*©CONE EXPORT AND COMMISSION CO., INC.
59 WORTH STREET, NEW YORK 13, N. Y.



Simplicity
Pattern #3344

Simplicity
Pattern #3449

Beautiful Pattern

Wonderful Fabric

Easily Made . . .



Simplicity Pattern No. 8414

when you start right . . . with

CLAUSS

Scissors and Shears

All set to start on your Fall wardrobe?
Start right with Clauss Shears . . . so much
depends on cutting your pattern perfectly.

The smart new styles, the brilliant new
fabrics, deserve only the finest scissors and shears —
Clauss, of course. Precision made of
selected cutlery steel, perfectly ground,
there are Clauss fine shears
for every home sewing need.



Burlington Mills
Year-Round Suitings

THE HENKEL-CLAUSS CO.
FREMONT, OHIO

*You have the edge . . .
when you use*

CLAUSS

DAN RIVER



"Dan River Rayons are a joy to cut and sew," says Mrs. Caswell Speare. "I made this four-piece outfit that Lucille Lewis is wearing in less than a week."



**Your own
precious sewing hours
deserve
the lasting loveliness of
Dan River Rayon**

Your fingers itch for a thimble when you feel the lively texture, see the lovely colors of the new Dan River rayon suitings. And every hour you sew will be rewarded by years of happy wear. Because Dan River rayon suitings resist wrinkles, keep their shape, press easily and need pressing seldom. See the new match-mated patterns and solid colors, now waiting for you in the Fabric Departments of your favorite stores.

Suit Ensemble made from Simplicity Patterns.

Jacket and Skirt 8417; Weskit 3683;

Wrinkl-Shed® Cotton Blouse 3661.

HAT BY JOHN FREDERICS
JEWELS BY KRAMER

DAN RIVER MILLS, INC., Danville, Va.—First in Fashion . . . Foremost in Research

Makers of Dress Fabrics • Wrinkl-Shed® Cottons • Stormwear Fabrics • Shirtings • Rayon Suitings • Yard Goods • Sheets and Pillow Cases

CONE VELVELETTE[®]

The Flannelette of Fashion

SWEET-DREAMWEAR AT YOUR NEEDLE TIP

You'll be glad all winter long
of the snug sleepwear you make now
of Cone Velvelette[®]. It's the
Fashion Fabric for Frosty Nights,
the famous warmth-without-bulk flannelette
that has become a family health habit.
Charming new florals and nursery designs,
all in beautifully clear colors of vat-fastness,
are yours for the sewing.

Ask your favorite store now
for Cone Velvelette[®] by name, by the yard.

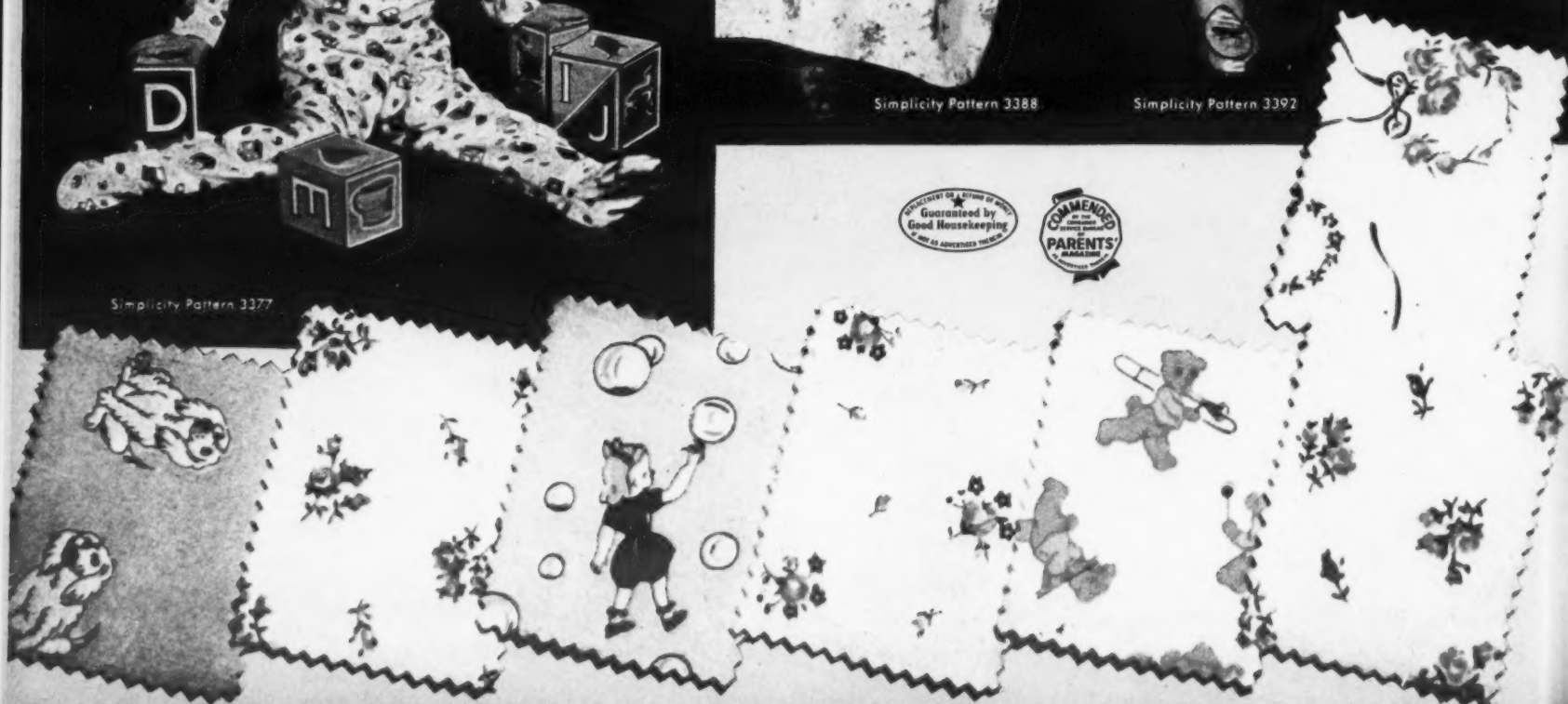


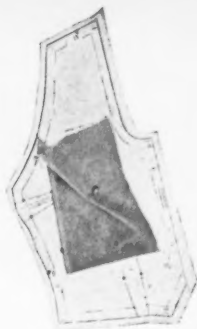
Simplicity Pattern 3388

Simplicity Pattern 3392



Simplicity Pattern 3377





2 exciting fashions from 1 pattern!

with **REEVROY** the luxury Corduroy!

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POLSKY'S
BOISE, Idaho
C. C. ANDERSON
BOSTON, Mass.
JORDAN MARSH
BALTIMORE, Maryland
O'NEILL'S
BUTLER, Pa.
TROUTMAN'S
CINCINNATI, Ohio
ROLLMAN'S
CLEVELAND, Ohio
STERLING-LINDNER-DAVIS
COLUMBUS, Ohio
MOREHOUSE-FASHION
CONNELLSVILLE, Pa.
TROUTMAN'S
EASTON, Pa.
LAUBACH'S
GRAND RAPIDS, Mich.
HERPOLSHEIMER'S
GREAT FALLS, Mont.
THE PARIS CO.
GREENSBORO, N. C.
MEYER'S
GREENSBURG, Pa.
TROUTMAN'S
HARRISBURG, Pa.
POMEROY'S
INDIANA, Pa.
TROUTMAN'S
JACKSON, Mich.
FIELD'S
KANSAS CITY, Mo.
PECK'S
LAKE CHARLES, La.
MULLER'S
LATROBE, Pa.
REED'S
MINNEAPOLIS, Minn.
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MUSKEGON, Mich.
HARDY-HERPOLSHEIMER'S
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THE NEW CASTLE STORE
NEW YORK CITY
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PATERSON, N. J.
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SAN ANTONIO
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SAVANNAH, Ga.
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THE BON MARCHE
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THE BON MARCHE
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MAAS BROTHERS
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LEWISTON, Idaho
LOGAN, Utah
MOUNTAIN HOME, Idaho
OGDEN, Utah
ONTARIO, Oregon
PENDLETON, Oregon
PUEBLO, Colorado
RICHLAND, Washington
TWIN FALLS, Idaho
WALLA WALLA, Washington
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SIMPLICITY PATTERN
NO. 3308



Sew a dream . . . and then another . . . both from one pattern . . . both of glowing, date-going Reevroy corduroy! It's a snap to sew, a cinch to press, a joy to wear. Reevroy is petal-soft, lightweight, doesn't shadow-mark and is amazingly durable. Comes in fire-red, evergreen, gold, rust, brown, grey and other eye-catching solid colors, under \$2 yd. Also in the Reevroy tattersall print used in the weskit, under \$2.50 yd. At listed stores, or write to Reeves Bros., Inc., 54 Worth Street, New York 13, New York.



william **WINKLER'S** *nylon* tulle*

The *original* nylon tulle that has inspired designers from New York to Paris! Durable as it is dreamy, strong as it is misty . . . this crisp, classic tulle is yours for wonderful things of lasting beauty . . . in forty-two lovely colors at fine stores everywhere . . . or write William Winkler, Inc. 366 Fifth Ave., New York, N. Y.



Mayfair

imported Linen

...lends expensive airs to the clothes
you make—yet is happily priced to fit your
pocketbook. Completely crease-resistant,
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is available at better fabric counters
in a wide range of high fashion colors.



Linen by Adams
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Simplicity Pattern No. 3208

Sag-No-Mor Jersey

Young as it's Stylish

Simplicity

PATTERN 3693
size 12, 3½ yards

Chickenwire knit—
high style
high spirited
worsted-wool jersey
by *Wyner*



MARIA MARTEL

SAG-NO-MOR

worsted-wool jersey by *Wyner*

"Jersey at its best."

Ask in fabric departments
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"How to Handle Sag-No-Mor Jersey Professionally".

DEPT. S, WYNER FABRICS LTD., 1441 BROADWAY, NEW YORK 18

Behold... new rayons with the soft rays of wool!

This Fall your first dress might very well be one of the new miraculous Mallinson rayon fabrics. Rayons so new... so different they completely fool the eye as well as the fingertips! Bring you the soft-textured look of luxury woolens... at prices delightfully less!

Dove Down... a new deep, crush-resistant, velvety Duvetyn... wonderful for skirts, jackets, sportswear, stoles.

Rib-Tour... the new wide-ribbed look in a light-weight fabric.

"Theme Song" (on model)... a brand new dress crepe with a soft-crisp feel and not a hint of bulkiness.

All these... and many more in a wonderful range of new-fashion colors available in either fine ready-to-wear or by the yard.

Mallinson fabrics



THE MALLINSON ELEPHANT ASSURES YOU
THE BEST IN FASHION AND QUALITY



DRESS BY JOHN FREDERICKS

believe in your hands

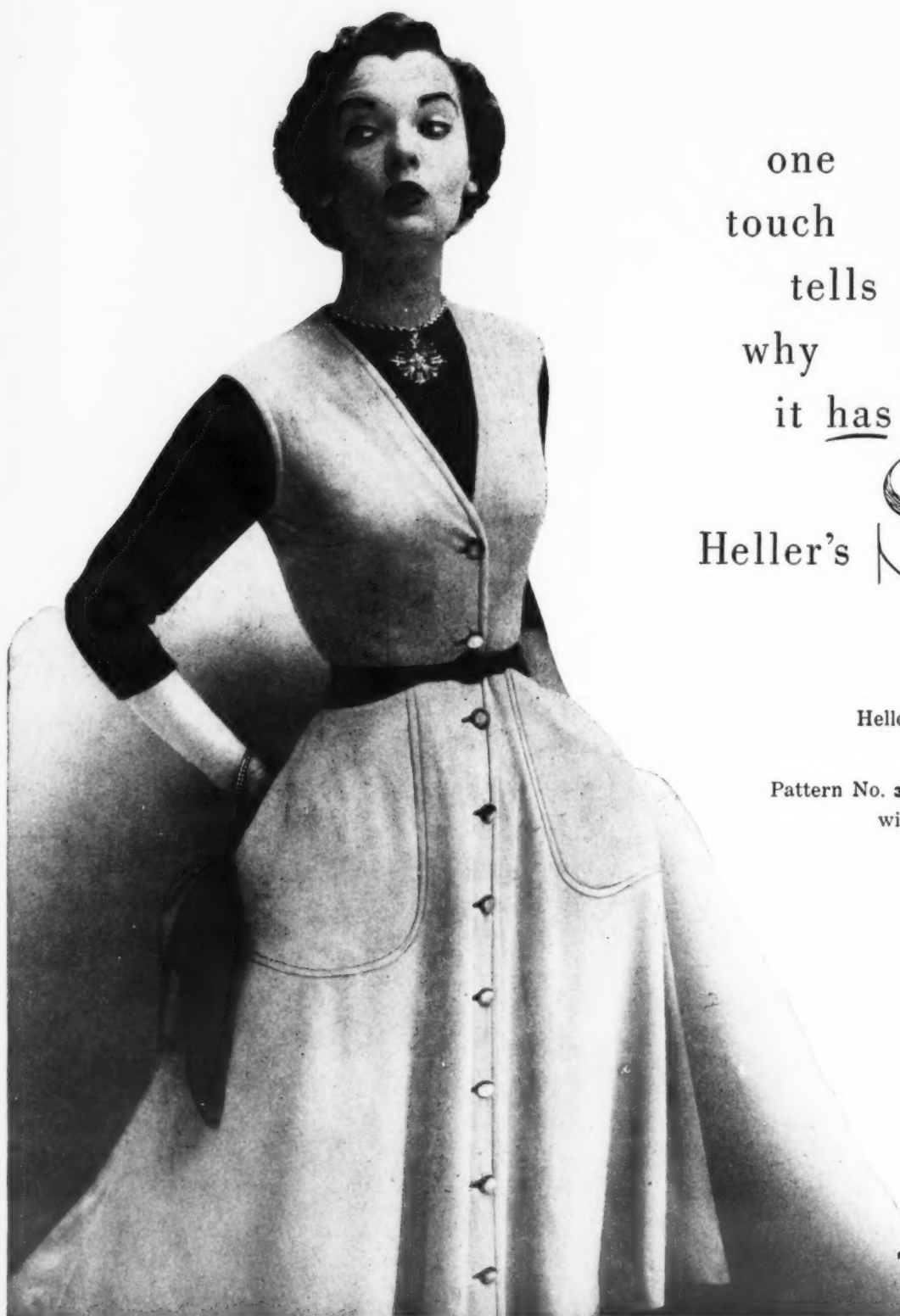
IT'S CREASELESS . IT'S CASUAL . IT'S COMFORTABLE



one
touch
tells
why

it has to be lovelier in

Heller's Swaylon
jersey



Heller's deep soft suede jersey
with the smooth strong nylon back

Pattern No. 3682 . Versatile jersey jumper . even lovelier
with this smart worsted jersey blouse.

FREE! Write for Heller's helpful
Instruction Book on how to sew jersey.

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WILLIAM HELLER INC.

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Heller jersey

use your own yardstick for true stocking fit!

Your yardstick can guide you to your own comfort-fit length in precision-made

Glen Raven nylons.

Standing in your stocking feet, simply place your yardstick at the side of your heel and end your measurements where you wish to garter your hose. Add the key number for your type as shown on the chart.

This will assure you of **Glen Raven** stockings in your own Reach-Right proportioned length, as well as longer wear.



	SHORT 4'9" to 5'2"	MEDIUM 5'2" to 5'8"	LONG 5'8" to 6'
Trim	3"	3"	3"
Average	4"	4"	4"
Slightly Full	5"	5"	5"
Full			6"

Glen Raven Knitting Mills, Inc.

265 MADISON AVENUE, NEW YORK 16, NEW YORK

Double your wardrobe for half the price...



A SMART BASIC DRESS

Add the swish wrap-skirt, and you're dressed for guests. 9 yds. Indian Head. Simplicity pattern #8426. Total cost, about \$9.35

*Guarantee:

"If any article made principally of INDIAN HEAD cotton fails to give proper service because of fading or running of INDIAN HEAD colors, or if the fabric shrinks more than 1%, we will make good the total cost of the article."



make

these

dresses

2-in-1

of

INDIAN HEAD[®] cotton

Cut these clever clothes of Indian Head cotton . . . and you cut the high cost of entertaining! Each dress has one or more "spares." A glamor wrap-skirt, flying panels, a blouse. Just add the "spares" and presto! You have six dresses for the price of three!

And Indian Head is so easy to sew! Won't slip or pull in the machine. Washes and wears like a whiz.

GUARANTEED* not to shrink more than 1%; not to fade, run, or lose its crisp permanent finish.

36 high-fashion solid colors, 98¢ a yard. At your favorite store.



AN ENTERTAINING GEM

. . . its flying panels sparked by dashing pockets. Doff the skirt, it's a daytime dream! 5½ yds. Indian Head. Simplicity pattern #8387. Total cost to make about \$6.00

FOR CASUAL WEAR

. . . the jumper and blouse. Subtract the blouse, it's a dress-up sheath! 5½ yds Indian Head. Simplicity patterns #3638, 3656. Total cost to make, about \$5.85

INDIAN HEAD cotton
A PRODUCT OF TEXTRON INC.

don't cut your fabric... 'til your figure
looks its best... in
PROFILE*

Better fitting! Smarter looking! Easier to make!...
 your home-created clothes take on a professional look when
you first shape your figure to Fashion's newest
 silhouette... with *Flexees Profile*. Choose the beautiful
Profile Combination — for lovely, unbroken lines; or the
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 — for wonderful bosom contours — with Flexees unique
Profile Bra. Each designed to idealize your individual
 figure type; each fashioned of nylon power net. With
Profile... you'll be thrilled at the increased beauty
 of your figure... and you'll find it so much easier
 to fit your new clothes! Just ask your favorite store!

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*Sewing... Fitting... Wearing your new clothes... all are so much more
 enjoyable when your figure has the beauty and comfort of Flexees foundations!*



*U.S. Pat. Only Flexees makes Profile.



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Please send me FREE Booklet: "Pointers on Your Profile" with
 special measuring-tape — helpful guide to better fitting.

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We Enjoyed Hearing From You

So many of you sent along such interesting letters with your questionnaires last Spring, that we decided everyone might enjoy reading some of the comments and suggestions as much as we did:

I enjoy your pattern book immensely. Although I have all the time in the world to look through the catalogues downtown, I'd rather curl up by the fire in my favorite chair and browse through Simplicity Pattern Book. That way I can really give my choice of patterns a thought. I am a senior in high school and am majoring in tailoring.

This is the first letter I've written to *any* editor. So you can bet when I take a minute out to write this, I surely appreciate your magazine.

Mary Fanar
Tacoma, Washington

...another feature I am sure would be especially welcome is one you have used before, especially in your Summer and Vacation 1950 issues — that of assembling complete wardrobes and accessories for various ages and types of women. This is so helpful to plan go-together costumes and make the most of your sewing dollar. The accessories illustrated are so helpful too, suggesting what goes with what and presenting new and smart ideas. I have found so many times that the right accessories are the fashion finishing touch to an outfit.

Mrs. Charles Billiard
Fort Wayne, Indiana

...there is one article I would like to see that I do not believe has been done in any book recently — the proper materials to use as interfacings, interlinings, and linings. For instance, in a silk dress what should be used to interface a collar that needs a definite line? What should be used with velvet, light woolsens, etc.?

Jane K. Fengo
Freeport, N. Y.

...My sewing has all been self-taught, by trial and error method. I really appreciate Simplicity Patterns. I have used them almost exclusively for my daughter's clothes from size 6 months through 8, not only for the ease of use, but for the very cute children's styles. I received many compliments on how sweet she always looked. (We lost her last December.) Now I am on a campaign to improve my wardrobe. Sewing is a good sedative, a practical way to keep one's mind occupied and fill otherwise terribly empty time.

Mrs. Homer J. Streib
San Francisco, Calif.

...I teach the 6th grade in Sunday School and they always notice my clothes. I try not to always wear the same things or else to use accessory changes for variation. That is why I like a basic dress with many changes. Especially one that I can dress up a little in the evening.

Mrs. Charleton G. Pease
Kalamazoo, Michigan

...I find that reading a pattern book when I'm tired or just feeling low is a wonderful pick-me-up. That is why I am so enthusiastic about this issue, for there are so many different things to read and study, not just pictures to look at....

Irene Harris
Brooklyn, N. Y.

(Continued on page 92)

Get your
Martin
Ribbons
from leading stores
listed here



Martin Ribbon Dickey
(see opposite page)

ALABAMA—Roanoke: Hornsby's Roanoke Dept. Store.

ARKANSAS—El Dorado: El Dorado House; Little Rock: M. M. Cohn Co.; Magnolia: Talbot's; Menard: Watson Bros. Dept. Store; Texarkana: Dillard's Inc.

CALIFORNIA—Long Beach: Buffins, Inc.; Los Angeles: Ivers Department Store; Lion Stores; Oroville: Harry Hanush Co.; Sacramento: Hale Bros. Stores, Inc.; San Francisco: City of Paris; The Emporium Capwell Co.; Santa Monica: Sponberg's Inc.

COLORADO—Colorado Springs: Giddings Inc.; Denver: Daniels & Fisher Store Co.; Haxtun: Haxtun Dept. Store.

CONNECTICUT—Bridgeport: Howland Dry Goods Co.; Danvers: Charon's Dept. Store; Hartford: Sage Allen & Co.; New Britain: Fair Dept. Store, Inc.

DISTRICT OF COLUMBIA—Washington: Lansburgh & Bros., Inc.

FLORIDA—Gainesville: Belk-Lindsey Inc. of Gainesville; Jacksonville: Belk-Lindsey Inc. of Gainesville; Eff's Dept. Store; Lake City: Gelberg's Dept. Store.

GEORGIA—Athens: Gallant-Belk Co.; Atlanta: Brown Hayes Co.; Davison Paxon Co.; Rich's, Inc.; Augusta: Belk's Dept. Store; Bainbridge: Belk-Simpson Co., Inc.; Cartersville: Belk-Gallant Co.; Cornelia: Belk-Gallant Co., Inc.; Dawson: Belk-Hagins Co.; Griffin: Belk-Gallant Co., Inc.; Macon: Belk-Mathews Co. of Macon, Inc.; Davison Paxon Co.; Manchester: Belk-Gallant; Swainsboro: Ehrlich's; Elliotts Dept. Store; Thomasville: Belk's Dept. Store of Thomasville; Tifton: Belk Hudson Co. of Tifton, Inc.; Toccoa: Belk-Gallant Co.; Valdosta: Varnedoe, C. C. & Co.; Washington: Belk-Gallant Co.

IDAHO—Moscow: David's Inc.

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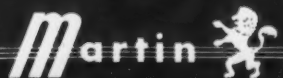
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Ribbons for Fashion!
Ribbons for Fun!

Make
these
yourself



Flattering Multi-Colored STOLE

Martin Ribbons Needed: 2 yards of 6 $\frac{3}{4}$ " Silk Warp Petersham (or similar ribbon) in purple . . . 2 yards of 3", same kind, in rose . . . 2 yards of 2 $\frac{1}{4}$ ", same kind, in mauve . . . 4 yards of 5/16" velvet ribbon, in fuchsia . . . 3 $\frac{3}{4}$ yards of 5/16" velvet ribbon, in purple . . . matching thread.

How to Make:

1. Stitch one edge of the 3" ribbon over one edge of the 6 $\frac{3}{4}$ " ribbon. Overlap just enough to stitch. 2. Overlap one edge of the 2 $\frac{1}{4}$ " ribbon on the 3" ribbon. Stitch full length. 3. Cover seam of the 6 $\frac{3}{4}$ " ribbon and the 3" ribbon with a two-yard strip of 5/16" fuchsia velvet. Edge-stitch carefully along each side of the velvet. 4. Cover the 3" and the 2 $\frac{1}{4}$ " ribbon seam with a two-yard strip of 5/16" purple velvet. Edge-stitch carefully along each side. 5. Cut 19 six-inch pieces of fuchsia velvet and 19 six-inch pieces of purple velvet. 6. Pin the strips on each end of the stole. Alternate with purple, then fuchsia. Loop each strip, laying ends flat and edge-to-edge so that you have a 3" loop fringe. Baste into place. 7. Cut remaining fuchsia Velvet Ribbon into two 11" strips. Lay one strip across each end and edge-stitch. This will cover loop-fringe ends and give the stole a nice finish.

Other Good Color Combinations:

Scarlet, Red Wine, Continental Green . . . Light Coffee, Palomino, Old Gold . . . Dark Beauty, Romany Violet, Grape . . . Royal, White, Saxe Blue . . . Burnt, Burnt Brandy, Pine . . . Greysmoke, Currant, Pastel Turquoise . . . Chartreuse, Wine, Frost White . . . Mais, Victorian Purple, Steel Grey . . . Red Agate, Beige, Continental Green . . . Soldier Blue, Silver Frost, Saxe Blue.

1 & 2



3 & 4



5 & 6



7



Pretty Pussy Cat Bow ASCOT

Martin Ribbons Needed: Two 1 $\frac{1}{2}$ yard strips of 4 $\frac{1}{4}$ " nylon taffeta ribbon, in contrasting or harmonizing colors . . . matching thread.



4



How to Make:

1. Turn back the ends of each length of ribbon $\frac{1}{2}$ " and gather to a 1" width. 2. Place one length of ribbon on top of the other. 3. Gather to 1" width 12" from each end. 4. Turn each end up on to opposite color and slip-stitch into place at the 12" shirrings, as indicated by arrow.

How to Wear:

Pull the ascot around your neck to the center front or on one side, slip one end between the two colored ribbons just above the shirring, and adjust the loops.

Other Good Color Combinations:

Dahlia, Purple . . . Polka Dot Black, Scarlet . . . Beige, Polka Dot Brown . . . Brick Red, Blue . . . Scarlet, Pearl . . . Rose Pink, Black . . . Sea Moss, Chartreuse . . . Black, Brown . . . Purple, Wild Rose . . . White, Polka Dot Green . . . Royal, Brick Red . . . Chartreuse, Blue . . . Horizon Blue, Purple . . . Radar Blue, Black . . . Sea Moss, Straw.



It's a Darling RIBBON DICKEY

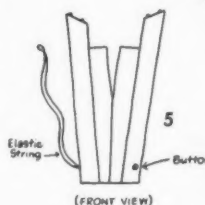
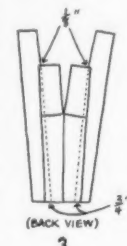
Martin Ribbons Needed: One 48" strip of 2 $\frac{1}{4}$ " grosgrain ribbon in gold . . . one 51" strip of 2 $\frac{1}{4}$ " grosgrain in brown . . . 2 spools of matching thread . . . 2 hooks and eyes . . . 1 small button . . . 1 yard elastic string.

How to Make:

1. Cut each strip of ribbon in half, making four strips in all. 2. Fold each of the longer strips over, 7" from the top. Lay the two pieces of folded-over ribbon side by side, over-lap them $\frac{1}{8}$ ", and stitch together from the bottom edge up to the place where your stitches meet the cut, folded-over edge of the ribbons. Keep your stitches as close to the edge of the ribbons as possible. Then continue your stitches up both inner edges of the ribbon to the top, where the ribbons have been folded over. 3. Stitch your remaining strips of ribbon, one on each side, to the two ribbons you have just stitched together. Do this by overlapping the ribbons $\frac{3}{4}$ " at the bottom, $\frac{1}{8}$ " at top. 4. Hem the bottom by folding all four widths of ribbon twice, to a $\frac{1}{4}$ " hem, and sewing by hand. Fold the two ends of the outer ribbon over diagonally, making a hem, with points toward the outside top. Sew hooks and eyes on these hemmed ends. 5. Sew small button, on outer edge, front of dickey, as shown. Double the elastic string, sewing together $\frac{1}{2}$ " from doubled end, to form a button loop. Sew opposite ends of string firmly to back of dickey, on side opposite button.

Other Good Color Combinations:

Gold, Steel Grey . . . Copen, Royal . . . Light Navy, Turquoise . . . Emerald, Black . . . Bottle Green, White . . . Mais, Red . . . Steel Grey, Pink . . . Beige, Blue . . . Tortoise Shell, Beige . . . White, Black . . . Nile Green, Mais . . . Tortoise Shell, Royal.



JULIET CAP with Choker

Martin Ribbons Needed: 3 $\frac{1}{2}$ yards of $\frac{5}{8}$ " grosgrain ribbon . . . 48 small flowers or sequin ornaments . . . $\frac{1}{2}$ yard of narrow veiling . . . thread.

How to Make:

1. Cut six pieces of ribbon 10 $\frac{1}{2}$ " long. Lay the ribbons one over the other at the center. Adjust ends so that they are an equal distance apart. Pin centers together and slip-stitch with matching thread. 2. Cut two strips of Martin Ribbon to fit your head size. Allow $\frac{1}{2}$ " extra for seam. 3. Overlap the ends to comfortable head size and stitch. 4. Pin the twelve ends into place over the head band. Let the ends lap over barely $\frac{1}{4}$ ". When the ends have been adjusted evenly on the band, stitch into place. 5. Adjust veiling across front; gather ends up on to the head band and stitch securely. 6. Take the second head band strip of ribbon and sew it over the first band so that all the ends of ribbon and veiling are concealed. The two bands should be slip-stitched together with tiny invisible stitches along the edges. 7. Sew two flowers very close together on to the band at point where each of the twelve strips joins the band. Then sew two more along each of the twelve bands as shown in photograph. (Sequins, pearls, or tiny contrasting ribbon bows may be used in place of the flowers.) 8. Make matching choker of remaining piece of Martin Ribbon. Measure neck size, allowing enough to make $\frac{1}{2}$ " hem at each end. Sew on flowers or other trim to match cap. Attach hook and eye at ends.



Good Color Combinations:

Try any two matching or contrasting color combinations of those suggested for the Multi-Colored Ribbon Stole or the Pussy Cat Bow Ascot.



Get **FREE DIRECTIONS** for making other Martin Ribbon Stoles, High-Style Sashes, "Juliet Caps" for Evening, and Neckties from Martin or stores listed, opposite page.

● Be sure to see other romantic Martin Ribbon ideas—"For Your Most Glamorous Evenings"—on pages 70 and 71 of this magazine.

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MOTHER'S COAT...SIMPLICITY PATTERN 8420
GIRL'S COAT.....SIMPLICITY PATTERN 3351
BOY'S COAT.....SIMPLICITY PATTERN 2347

This is MILIUM lining.

FALL AND WINTER 1951

COVER: Big and little jumper ensembles combining snug weskits and full, casual skirts. Of Botany Clan Tartan MacGregor, trimmed in Martin's velvet ribbon and accented with La Mode's hook-and-eye buttons. Sweaters are hand-knit of Botany Brand Saxatones No-Dye-Lot Yarns, see page 44. Black velvet hat by Madcaps, Belmo bag, Coro jewelry. Mother — 3652, 11-18, 35c. Daughter — 3653, 7-14, 35c. Kodachrome by Karen Radkai.



Simplicity

PATTERN BOOK

The Costume Look



You and Your Pattern



Alice in Wonderland

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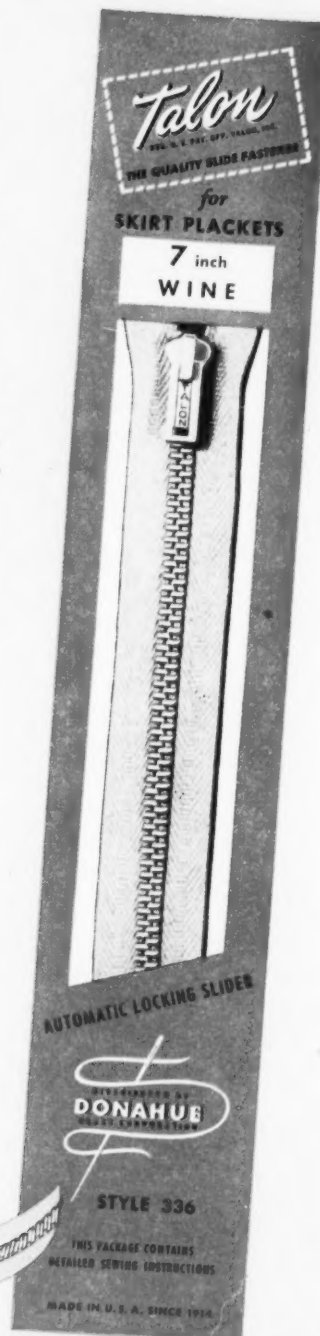
Zip your skirt
the professional
way with a tailored-
to-order
Talon zipper!

- Specially designed for skirt plackets
- Equipped with the non-slip automatic lock
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It's a big Fall for skirts, and naturally the zipper you'll want is the smooth and supple Talon skirt fastener . . . designed every inch of the way to give you a trim, non-slip, professional closing. Look for it in the ROSE package, complete with sewing directions, at notion counters everywhere.



TALON, INC., MEADVILLE, PA.



Dear Reader:

Last Spring, the back page of our magazine included a questionnaire inviting you to tell us all about yourself — where you live, the clothes you make, and what you do and don't like about the Simplicity Magazine. Almost 5500 of you took the time to answer our many questions, and over 100 of you also sent along informative letters. We'd like to thank all of you personally, and as so many women asked to know the results of the survey, here are a few highlights which we know you'll find interesting:

You're from every state in the U.S.A. . . . 64% of you live in metropolitan areas, and 82% of you are married . . . 99.7% of you sew for yourselves, 64% of you sew for children, and 42% of you sew for men . . . Most of you judge your ability to sew as "average" or "experienced", and make all types of clothes, including suits and coats . . . You sew because you save money and enjoy styling your own clothes.

You buy the Simplicity Magazine because — you think it offers new and better styles in patterns — you want to study the fashions at leisure and plan your wardrobe ahead of time — and you think our magazine offers many wonderful ideas . . . Almost all of you look for the fabrics and accessories we feature, and are interested in articles on sewing aids, fitting, construction, and correct styling for your figure . . . About 3 other persons beside yourself read your copy of the Simplicity Magazine, and you buy an average of 4 patterns from each issue . . . 30% of you keep each issue 6 months or more, 40% of you keep it "indefinitely", and many of you file away articles of long term interest.

This Fall and Winter issue is crammed full of the fashions, ideas, and information you told us you wanted, and some of your special suggestions are tucked away in folders marked "for future issues" . . . please keep writing to us whenever you have an idea, comment or criticism — we welcome every opportunity to hear your point of view.

The Editors





Suit Yourself

*In one of the six new
silhouettes from our exciting
collection of Fall designs.*

Spark your wardrobe with a good basic suit. Opposite page from left to right:

- The box jacket cut a shade longer, its straight skirt pared a bit narrower. Of Leon Bauling's wools. 8417, 11-18, 50c.
 - A nipped-in cardigan jacket, slim skirt and fringed stole. In "Diana" wool flannel by Leon Bauling. 8429, 12-40, 50c.
 - Trim classic jacket, gored skirt cut for walking ease. Of Greatwale corduroy by Crompton Richmond. 3673, 12-40, 35c.
- All Coro jewelry, Vera scarfs, Meyers Make gloves, British MG roadster. On this page from left to right:
- For teens — a jacket neatly bound in tartan. Its pleated skirt restates the plaid. In Juilliard velveteen and Mooresville Mill's rayon plaid. 3696, 10-16, 35c.
 - Tailored suit underscores a removable cape. Rayon suiting by Cohama. Hanora fake Persian collar. 8432, 11-18, 50c.
 - Checks certified in this fitted jacket and pocketed-stole. Rayon suiting from Cohama. 8422, 12-20, 50c.
- All buttons by Costumakers, Armo interfacings, Skinner linings.



PAUL RADKAI



Your Fall Coat

Short or long, coats have a distinctive air this year. Look for the flowing pyramid, the scarf coat, reversibles, unusual linings. • Opposite: Mandarin topper, long and straight. Of Botany's wool suede, frog closing. 8420, 12-20, 50c. Pyramid coat graduated to elegant fullness. Wing collar, tapered sleeves to wear down or pushed up. Of Anglo's Poodle-cloth; Skinner's "Sun-Bak" lining. 8427, 12-40, 50c. • Above, left: Three-quarter sleeve topper, pockets slanted to follow graceful cut-away line. Of Anglo's plaid wool. 8417, 11-18, 50c. • Above, right: For day or evening — the ottoman coat, collared and cuffed in velveteen; Skinner ottoman, Dofan bag. 3449, 12-20, 35c. • Right: Linings in a gay mood. Full topper of rayon "Suedalure" snugly lined in fake chinchilla. Both from Hanora. 8427, 12-40, 50c. Reversible scarf coat — Milliken's wool fleece on one side, Bates Disciplined plaid cotton on the other. Mandarin collar, long scarf to play with. 8420, 12-20, 50c. Roger Van S bags. Skinner linings, Armo interfacing. All Simplicity Patterns are printed. Backviews page 76. Yardages page 78.





WINGATE PAINE

Choose Your Partners

The fashion story on these pages is the happy coupling of blouses and skirts.
1. Fore and aft view of a beautifully tailored blouse and skirt. The classic shirtwaist has a full bloused feeling with its sharply defined pleats falling from the yoke. Buttoned with square jet flecks. 3681, 12-20, 25c. Widder's pure silk Crepe Camille. Traditional peg top skirt is streamlined with stitched side pleats. In rich Anglo checked wool. 3657, 24-32, 35c. Autumn accent: Coty's Red Ribbon lipstick. **2.** Curved yoke front tucked and with a spill of ruffle. Full push-up sleeves. 3660, 12-20, 35c. Its skirt generously gathered. 2466, 24-32, 25c. In Springmaid's two-tone Kerland broadcloth. All buttons by La Mode, Roger Van S belts, Coro gold jewelry, Marvella pearls, Jules Schwab medallions. *All Simplicity Patterns are PRINTED. Backviews on page 76. Yardages on page 78.*





3



4



5

3. Highland plaid shirtwaist starched with pique collar and cuffs. Signed by thistle buttons. 3656, 12-44, 35c. Slim curve-pocketed skirt. 3380, 24-36, 25c. Avondale's plaid cotton and plain corduroy. 4. Twin jersey set, ribbon edged. Of Wyner Sag-no-mor jersey, Martin ribbon. Tapered skirt of Anglo wool. 3027, 12-18, 25c. 5. Jersey slip-on cut with casual push-up sleeves. 3302, 12-20, 25c. Arrow-narrow skirt—arrow detailed pleats. 3408, 24-38, 25c. Miron coordinated jersey and flannel. 6. Blouse that specializes in tucks and triangular tie. 3661, 12-44, 35c. Moygashel linen. Its skirt boasts neat pocket flaps. 3330, 24-32, 25c. Milridge wool. 7. Trim little jersey with stripes in sharp focus. 3656, 12-44, 35c. Pleated skirt. 3307, 24-32, 35c. Security plain and striped wool jersey.



7



6



Jumpers are wonderful wardrobe stretchers. By day co-star them with casual blouses or little jackets — by night wear them decollete or with dressy coverups . . .

Above: Pocket importance accomplished by a free transfer that irons on with ease. 3677, 10-16, 25c. Eichmann & Hecht taffeta. The American Fabrics Co. braid. Garay bag. Jewelry by Barclay. Dawnelle gloves. Pattern includes blouse for daytime wear.

Jumpers, day and night



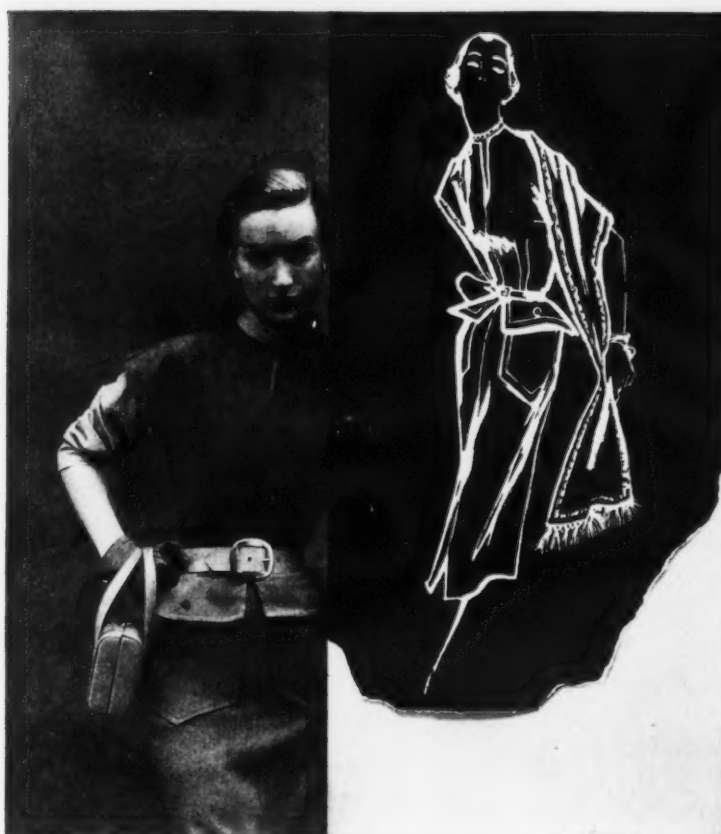
Above: Three winning features — the stole, the notched neckline and the braid trim. 3641, 10-16, 35c. Celanese shantung taffeta. G. Hirsh braid. Colby veil-hat. Garay bag. Pin by Kramer. Under cover for daytime. Blouse 3302, 12-20, 25c.

Left: Clipped Directoire jacket over a molded jumper-sheath with flattering princess lines. 3654, 11-18, 35c. Vanetta velveteen for festive occasions. Ronay bag, scarf by Vera, Kramer jewelry. Casual daytime version is belted; has its own bow-necked blouse.





Above: To wear as a suit . . . its jacket cropped to reveal the flattering peg-skirt pockets. Incorporating the shortened way with sleeves. 3663, 10-16, 35c. Cone corduroy. Ronay box-bag. Wide, important belt by Garay. With jacket removed, you're ready for gayer pursuits in your square-necked sheath . . . and the plot is perfect for accessory fun.



Above: Tunic-effect jumper in one piece that goes back to school or to the office with equal aplomb. Complete with companion turtle-necked blouse and stole — "switchabouts" to add or subtract at will.

3638, 11-18, 35c. Wesco rayon gabardine jumper.

Garay belt. Ronay bag. Barclay earrings.

Wyner Sag-no-mor jersey blouse.

Left: MacDougal, MacTaggart . . . choose your clan! Blouse and jumper-dress twosome that's two-ways smart.

The jumper alone becomes an all-occasion dress; in partnership with the sweater it

will be the pride of the campus! 3682, 11-18, 25c.

Schlang plaid wool. Brewster hat.

Garay heraldic belt. Ronay bag. Costumakers buttons.

Simplicity Patterns are Printed.

Backviews on page 76. Yardages on page 78.



Fashions for Furs



Furs, always the symbol of elegance, play a more important role than ever in this Fall's fashion picture. Best of all, through the development of real-looking fake furs they can be had by anyone in a wide variety of types and colors. Whether you use them in small touches or complete garments, you will find them easy to sew and such a gay addition to your wardrobe. All fur fabrics featured on these pages are from Hanora.

• *Left:* Winter duster styled in gray flannel with purple broadtail facing on its sleek tuxedo front and deep-cuffed, three-quarter sleeves. 3448, 12-20, 35c. • *Right:* Casual cardigan and beret in bright red moleskin. Ideal for street or country wear. Teamed with a slim tweed skirt. All three are 3027, 12-18, 25c. All Simplicity Patterns are printed. Backviews page 76. Yardages on page 78.



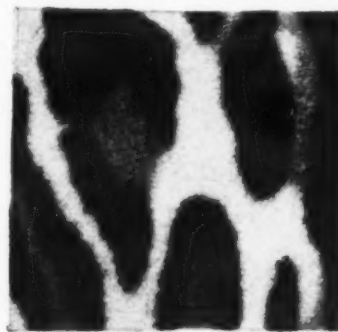


- *Above:* Fur in small doses to give that "special look" to a tweed suit. Double breasted, the short jacket is fitted and cut away in front to give it a flattering flare over the hips. Brown fake Persian for the collar and wing cuffs.

3355, 11-18, 25c. • *Left:* Perfect cover-up for your basic wool dress which is slim-lined and pleated for a flare at the knees. 8337, 12-40, 50c.

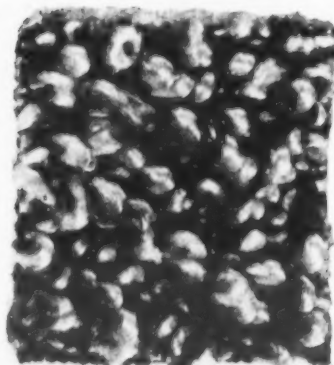
The cape stole has handy deep pockets, may be belted or worn loose. Either way it's ideal for frisky days. Try it over a suit too. In gray Krimmer. 3671, Small, Medium, Large, 35c.

- *Right:* Leopard at home — We interpret it in a pair of tapered slacks to wear for casual entertaining or simply for your own comfort on cold days.



3578, 24-32, 25c.

Wear it with a simple sweater and gold weskit bound in black to pick up the leopard's color spots. 3519, 12-20, 25c.





Your all-day dress

Interviewing an "on-the-job" collection of nine-to-five casuals. All-Day favorites on this page: • Left — For experience the shirtwaist has an A-1 rating. Curved yoke detail punctuated by pocket flaps. Neat accent of tiny buttons. St. George Salyna. 3670, 12-20, 35c. • Center—salary asked! An inexpensive button-up dress with scooped out neckline filled in by pique for the white collar girl. Cone corduroy. 3611, 11-18, 25c. • Right — outside interests! Full gathered dress understudies a crisp detachable cape bound in velvet. Cohama rayon Pickwick suiting. 3662, 11-18, 35c. • Opposite page: Left — education! This bonfire plaid shirtwaist is sure fire for back-to-school. Lit with pert grosgrain bow and jet buttons. 8410, 12-20, 50c. Ria Herlinger wool plaid, Martin ribbon. • Center — job preference: For teens! This cape-stole and clan dress with bonny neckline bow. Hoffman "Desert Bloom" rayon suede stole, rayon plaid by Mooresville. 3674, 10-16, 35c. • Right — signature! Conservative gray flannel signed with a flourish of white pique. Ria Herlinger flannel. 8406, 12-20, 50c. Elgin lapel watch, Glen Raven's durable 60-gauge hosiery, BGE buttons. All Simplicity Patterns are printed. Backviews pg. 76. Yardages pg. 78.



BASSMAN-HIMMEL



FASHIONS IN MINIATURE



Once upon a time all the children in the world changed places with the grown-ups.

They drove their father's cars, they built their own little dream homes, and played house. It was so much fun that they asked their mothers to make them smart fashionable clothes with a grown-up look. Then the little children in their brand new Simplicity outfits played and lived happily ever after.

"Which convertible shall we take on our trip?" The cream colored Austin will go well with our plaid jackets and gray skirts. Older girl's suit, 3675, 7-14, 35c. Younger suit, 3676, 1-6, 35c.

"That may be true, but the green one has a better motor"—observes the young man in plaid jacket and gray slacks. 3083, 1-10, 25c. Lankenau's Hi Lassie plaids and plain Hi Ray Sheen. La Mode buttons. Belmo handbags, Shirley Day hats, Acrobat boy's shoes. Austin Motor toy convertibles, Oshkosh luggage.

Above: **"Mrs. Jones do stay for a cup of tea!"** Mrs. Brown on the left has on a full skirted dress with detachable cape. 3665, 7-14, 25c. Mrs. Jones models her best "calling" dress with weskit and cape. 3668, 2-8, 35c.

Below: Left — **"Come and get it, Rover"** whistles Tommy Tucker in overalls. Jacket, hat, transfer included. 8314, 1-4, 35c. Right — **"I built this house,"** says Jack. Plaid shirt and slacks, 2969, 2-8, 25c. All Simplicity Patterns are printed. Backviews on page 76. Yardages on page 78.



FASHIONS IN MINIATURE

.... for the Nursery Set



Musical notes — A fluffy H. Bates organdy pinafore
in key with an Indian Head cotton dress. 8343, 1-6, 35c.



Drumming up compliments —

Stoffel challis print dress
topped by a weskit
of Vanetta velveteen. 3668, 2-8, 35c.



I'm trying to get your number — 3650, 1-6, 35c. is very busy
especially when the jumper is Erwin denim
— the blouse Dan River plaid cotton.

Person to person to her favorite boss!

The big news is about her cape-collar dress
of Indian Head cotton. 3648, 1-6, 35c.

Where's the Fire!

This young fire chief is all set to go in his Roleda Guada Gab overalls and slack jacket. Cowboy transfer included. 3679, 1-6, 35c.



Tell her to call back! This alert young tycoon is very pleased with his suspender slacks and bright plaid shirt. Erwin denim slacks and Dan River plaid blouse 2969, 2-8, 25c.

Mother's little dividend—A charming dress banded with plaid collar, cuffs, and hem. Of Indian Head cotton. 3667, 1-6, 35c. Blessed Event doll.



Let's play Farmer in the Dell in Cone's corduroy jumper and box jacket. Kitten transfer included. 3669, 1-6, 35c.

All children's shoes by Sandler of Boston. BGE Originales buttons.

Toys from the Toy Guidance Council and Toy Mfrs. of the USA.

All Simplicity Patterns are printed. Backviews on page 76. Yardages on page 78.



3699

Monday night ends the first day at boarding school. With a little twinge of homesickness, Simplicity Sue takes out her knitting and settles down in a cozy plaid jumper. 3699, 7-14, 25c.



3504

3646

FASHIONS IN MINIATURE for the Sub-Teen at School

Tuesday morning the housemother inspects the room. Sue's two roommates whip out a broom and dustpan and push all the dust

under the bed. Alice on the left is smiling about her gaily trimmed gray dress.

3504, 7-14, 35c. Betsy on the right is pleased

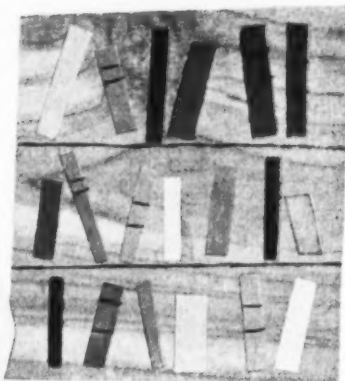
about her box pleated jumper. 3646, 7-14, 35c.



8328

3081

Wednesday afternoon Sue borrows "Little Women" to read in bed after "lights out". This sporty weskit and plaid skirt are her favorite separates. 3081, 7-14, 25c. The senior proctor on the left has on a pleated plaid dress and jerkin. 8328, 7-14, 35c.



Thursday the girl across the hall calls home for money.

She wants to buy material for another suit just like this.

3081, 7-14, 25c.



3081

Friday afternoon the crowd gathers in Sue's room for a spread. Left — Pretty as a birthday cake

with keyhole neckline and crisp

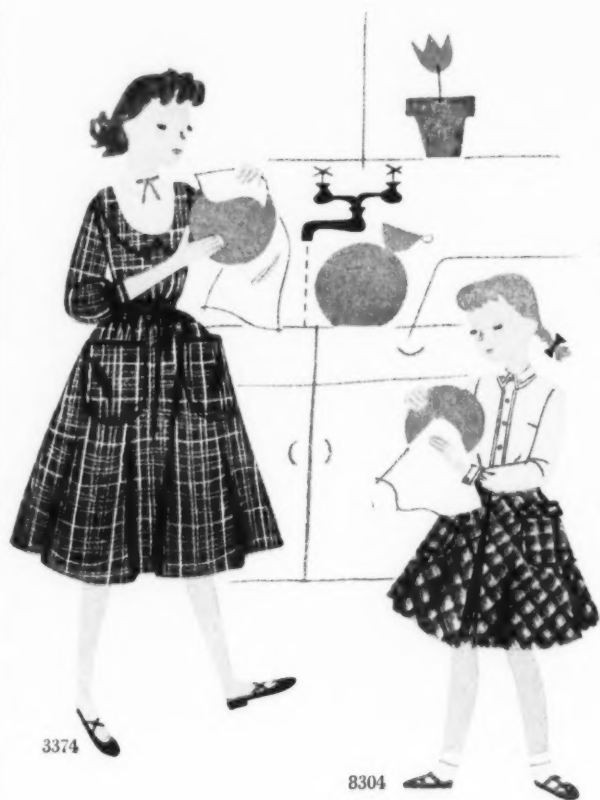
peplum. 3666, 7-14, 35c. Center — Good things come

in small packages especially this dainty confection

with tucked bodice and skirt. 8354, 7-14, 35c. Right —

Sugar 'n' spice puff sleeved party dress with

softly tucked bodice. 3645, 7-14, 35c.



On Saturday Sue has to dry the lunch dishes, because the housemother caught her reading in bed.

Her K.P. outfit is a boyish shirtwaist and pocketed plaid skirt. 8304, 7-14, 35c.

Her partner on the left lends a helping hand in a Victorian plaid dress with demure yoke. 3374, 7-14, 25c.



Sunday morning the bell rings for church.

Left — Sue looks very angelic in her new tweed princess coat. 8365, 7-14, 35c.

Right — The dorm president waves a cheery hello in a checked suit certified by reversible red lined jacket and cap-sleeved blouse. 8366, 7-14, 35c.

All Simplicity Patterns are printed. Backviews on page 76. Yardages on page 78.

LESLIE JACOB

FASHIONS IN MINIATURE

....for the Sub-Teen



These pretty young ladies are all at an age where clothes are very important. Here they are busily editing their own fashion magazine.

Top: Fashion Office speaking

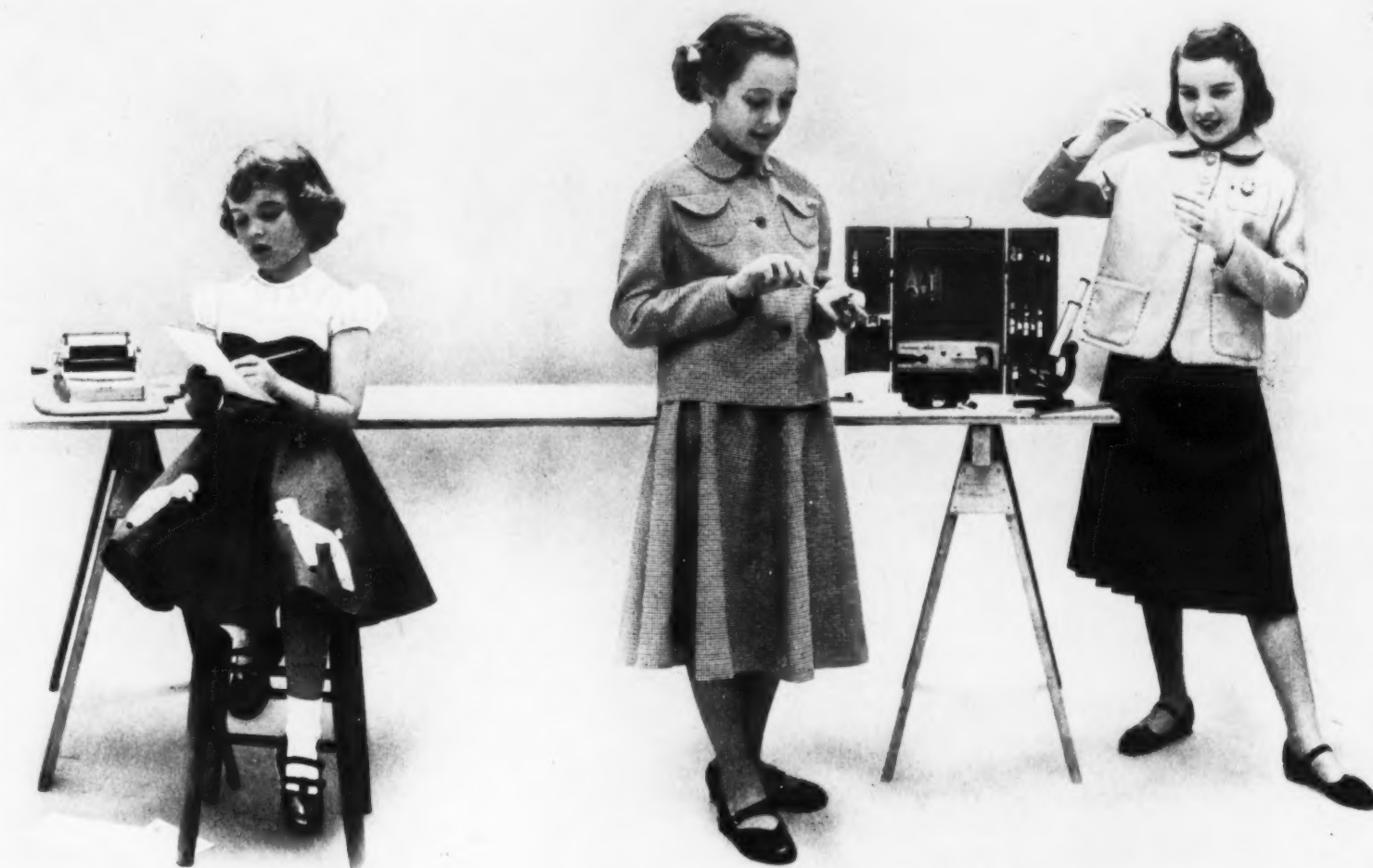
This bright Editor-in-Chief looks very cute in her Cone corduroy jumper. 8304, 7-14, 35c.

Left: The Beauty, Accessory and Copy chiefs take time off for afternoon tea.

Left — Keyhole neckline, streamer banded plaid skirt. Duchess rayon taffeta. 3666, 7-14, 35c. Center —

Deep square neckline filled in by crisp white eyelet. Full gathered skirt. Mallinson taffeta, Ehrman eyelet. 3500, 7-14, 25c.

Right — Bertha collar jumper in rich Vanetta velveteen. H. Bates organdy blouse. Lace Trim, The American Fabrics Co. 3530, 7-14, 35c. All Teen Age Buster Brown shoes. Toys from the Toy Guidance Council and the Toy Mfrs. of the USA. BGE Originales buttons.



Top Left: Here's the proof reader
sitting pretty in a blouse and jumper.
Of Indian Head cotton.
Poodle transfer included. 3647, 7-14, 35c.

Top Right: Two beauty experts
are testing cosmetics.
Left — Microscopic checks come in sharp
focus in this versatile Rosewood rayon
suit. 3675, 7-14, 35c.
Right — Like a chemical equation
the plaid skirt and box jacket go
together. Leon Bauling wools. 8289, 7-14, 35c.

Right: The head designer and dressmaker
are creating a new fall dress
from a Simplicity Pattern. Left —
Gently lifted waistline, starched
pique collar and cuffs. Ely & Walker
paintbox plaid. 3645, 7-14, 35c.
Right — Classroom classic outlined
by patch pockets. Valencia cotton.
3665, 7-14, 25c. All Simplicity Patterns
are printed. Backviews page 76. Yardages page 78.



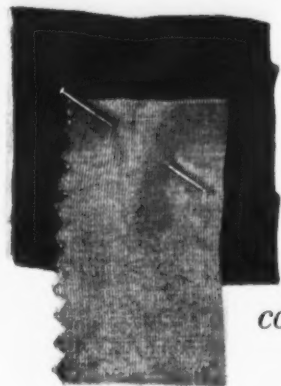
'Sure to give a flare to your basics, this newest member of the "separates" family goes into Fall in a host of fabrics and styles. For a casual mood, casual fabrics...



To achieve that wonderful, fashionable, "individual" look and to add zest to your basics, make a myriad of overskirts. They're quick and easy, and so effective! Short or long, festive or casual, you'll find them great fashion fun. • *Left:* A slim wool dress takes a gay partner—a charming plaid overskirt with giant patch pockets. Plaid cuffs are detachable to give you a complete change. 8387, 12-20, 50c. Schlang's plaid and plain wools. • *Right:* Fireside drama — an at-home costume combining three favorite separates. The fake zebra overskirt plays the starring role. 3686, waist: 24-32, 35c. Hanora's fake fur. Tapered jersey slacks with frog closings. 3578, waist: 24-32, 25c. Casual jersey blouse. 3302, 12-20, 25c. Hanora's worsted jerseys. All Simplicity Patterns are printed. Backviews page 76. Yardages page 78.



Overskirts whirl into fall



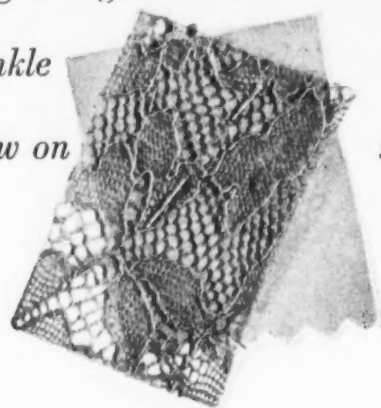
In a party

mood... layers of vari-

colored net, satin glowing beneath lace, velvet and

taffeta. Sprinkle

your skirt or for sparkle, sew on



tiny bows over

sequins or beads.



Party-going overskirts that transform the simplest sheath into an elegant ensemble. • *Left:* Strapless, fitted bodice above a flared skirt, fashioned of Skinner's gold slipper satin. Frosty overskirt of rayon lace by D. Strauss. 3165, 11-18, 25c. • *Below:* Figure-molding sheath in Martin's "Electra" velvet topped by a brief overskirt of Celanese pale blue acetate taffeta. Dot it with dainty velvet bows of Martin ribbon. 8252, 12-20, 50c.

• *Right:* Color harmony, slim sheath of Widder's apricot rayon taffeta beneath three layers of net in harmonizing colors, graduated lengths. For Fall we like the tones of autumn leaves, from yellow to coral to cocoa. William Winkler's sheer nylon tricot. 3585, 11-18, 35c.



EUNICE SLOANE



Cover sweaters in big and little sizes.
Boxy pattern for yokes and sleeves.
Made of "Botany" Brand Saxatones.

Yarn Crafts

A bushel and a peck of gay young knitted sweaters to see you and the youngsters through the Fall. To set your needles clicking we chose some wonderful new novelty stitches and patterns. To make these sweaters write for directions to: Yarn Crafts, Simplicity Pattern Book, 200 Madison Avenue, N.Y.C. Be sure that you enclose a stamped self-addressed envelope for printed directions.



Women's sweater-blouse in zigzag motif. Wonderful with suits. Spinnerin Non-Shrink Touchdown Yarn.



Plaid 'n' pretty pullover for the sub-teen. Perfect for school or winter sports. Bear Brand Fleisher Yarn.



Argyle cardigan and socks to match for teen-agers. Use soft and colorful Beehive Scotch Fingering Yarn.

He-man tennis sweater in championship white with cable knit stitch. American Thread Co. "Dawn" Nylon.



IS YOUR FABRIC RIGHT FOR YOUR PATTERN?

Many a charming style and expensive fabric have been combined to produce an unhappy looking fashion. Why? — they just weren't meant for each other!

On the following seven pages, we have collected a group of fashions and fabrics destined to compliment one another. Below, we illustrate some of the most common errors in fabric selection, with tips on how to avoid such mistakes in your own planning.



Don't—
choose a slim pattern
with lots of detail for
that splashy, wide-
spaced print.



Do—
choose a simple, un-
broken pattern. We suggest
a chemise dress, a dirndl,
or a flared skirt.



Don't—
choose a too heavy
or too soft fabric for
a dress with standout
collars, cuffs, pleats.



Do—
choose a medium
weight fabric with firm
body which will enhance
crisp, tailored detail.



Don't—
choose a soft, or
stretchy type fabric
for that smart looking
tailored suit you want.



Do—
choose one of the
wool or rayon suitings
which takes well to
sharp, firm tailoring.



Don't—
choose a bulky fabric
for a bouffant type dress
or for one which re-
quires fine detail.



Do—
choose any fabric with
a light, crisp hand —
very good are organdies,
taffetas, and stiff cottons.

Bolin



Cover sweaters in big and little sizes.
Boxy pattern for yokes and sleeves.
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very good are organzies,
taffetas, and stiff cottons.

Bolins



WOOL JERSEY

Wool Jersey Is A Good Investment. 3639, Figured print for young evenings. Scooped-out neckline and full-blown skirt. 11-18, 35c. 8416, Plunging neckline dips into a built-up waistline. 12-20, 50c.



WOOL SUITINGS

Wool-Suited Is Well Suited. 8157, Cardigan jacket marked by novel pockets, slim gored skirt. Saddle stitching outline. 12-42, 50c. 3673, Sparkling plaid jacket man-tailored. Trim skirt. 12-40, 35c.



WOOL COATINGS

Wool-Coated Is Warmth Without Weight. 8379, Fitted three-quarter top features mail-pouch pockets and curved lapels. 12-20, 50c. 8319, Luxurious nubby tweed coat, cavalier cuffs. 12-20, 50c.



SHEER WOOLS

Cloud-Light Wool Is A Top Fashion. 8306, Shoulder-buttoned casual tucked down center front. Neatly clipped cuffs. 12-20, 50c. 8334, Swish side drape, long sleeves, far-flung collar. 12-20, 50c.



RAYONS: Dress Weights

Rayon Is Light-Weight Champion For Dresses. 8337, Bib-and-tucker casual; two skirt pleats. 12-40, 50c. 8376, Soft basic has side-line interest: skirt side pleats, diagonal opening. 12-20, 50c.

Weighing In At Next To Nothing — Rayon-Suit Dresses. 3635, Checked suit that travels smoothly. 12½-24½, 35c. 8404, Hour-glass silhouette—jacket decoratively tucked, sliver skirt. 12-20, 50c.



RAYONS: Suitings

Suitable For Rayons. 3642, For Teens a long straight boxer stitched for emphasis at the hem. 10-16, 35c. 3442, Short-stop topper chartered in plaid. Tailored fly-front skirt. 12-20, 35c. All Simplicity Patterns are printed. Backviews page 80. Yardages page 81.

Rayon Suiting To Suit You. 3444, Button-down fitted jacket has pocket flaps. Box pleated skirt in pinchecks too. 12-40, 35c. 3343, Stripes cut a slim figure in your all-day suit. 14½-24½, 25c.



Collection Of Cottons As Gay And Warm As Grandmother's Tea-Cozy. 3510, Table cloth check has a generous serving of buttons down the front. Pinch of skirt fullness, novel collar. 12-18, 35c.

3345, Brigadoon plaid makes merry with trunk-size pockets and bonny neckline tie. Especially for teens. 10-16, 25c. 8377, Office casual takes on new interest with spreading collar. 12-42, 50c.

WINTER COTTONS



CORDUROY:



Dressy

Corduroy — A New Approach To Evening. 8375, Halter sheath cuffed and buttoned with elegance. 12-20, 50c. 8338, Late-day jumper with bare arms and pretty decolletage. Sizes 11-18, 50c.

Casual

Corduroy Shown In Two Roles For Spectator Sports. 8405, Neat shirtwaist with a dash of saddle stitching trim. 12-20, 50c. 3643, Great box coat that teen-agers love. Sizes 10-16, 35c.



3588, Tropical print comes north for the Winter. Scalloped collar and sleeves. 34-44, 35c. 8413, Dress with the right curves. Curved yoke, opened Peter Pan collar, circle skirt. 12-20, 50c.

3670, Brightness added by curved yoke with pocket flap. 12-20, 35c. 3545, Balloon sleeves, tucked bodice, billowing skirt. 12-20, 35c. 3619, Play of white pique on polka-dots. 12½-22½, 35c.



Dressy

For Social Butterflies, Luxurious Velveteen Party Dresses. 3557, Black magic dress and stole. 11-18, 35c. 8382, Strapless short formal for twirling around the dance floor. Sizes 12-20, 50c. All Simplicity Patterns are printed. Backviews page 80. Yardages page 81.

Casual

Slim Worldly Velveteen Suits Lighted By Jewelled Buttons. 3624, Peplum flared jacket, swirl skirt. Transfer included. 11-18, 35c. 8414, Diagonally buttoned jacket, slimmest of skirts. 12-20, 50c.



8384



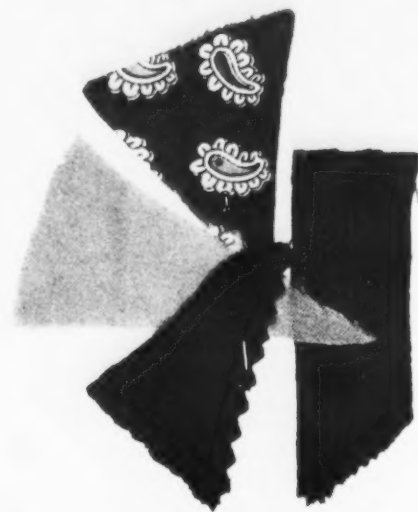
3634



3620



8350



Crepes

Silk And Rayon Crepes Take To The Soft Line. 8384, Sculptured daytime dress released in a graceful flare at the knees. 12-20, 50c. 3634, Wide-spread collar and cuffs for accent. 12½-24½ 25c.

Crepes Take To A Drape. 3620, Printed silk Shirred at the deep V neckline; gored skirt. 34-44, 35c. 8350, Textured rayon beautifully adapted to dramatic side-swept skirt. 12-42, 50c.

SILKS AND RAYONS:



3621



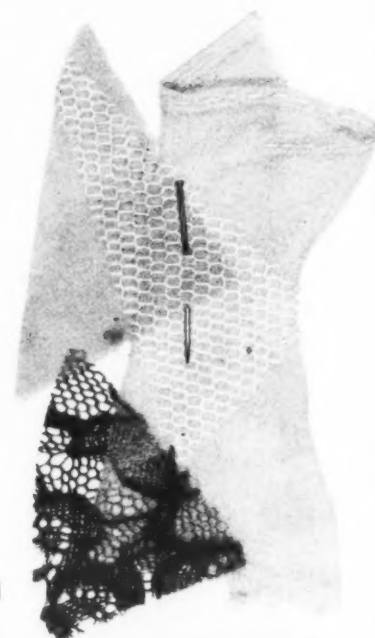
8346



3644



8311



Sheers

For Sheer Femininity. 3621, Lace translated into a soft-lined evening dress, Shirred at the sweetheart neckline. 34-44, 35c. 8346, Organdy whipped into a frothy party dress. 11-18, 50c.

Sheer Delights In A Party Mood. 3644, Filmy net overskirt for your favorite outfit. 10-16, 35c. 8311, Chiffon formal has Shirred bodice plus air-spun gathered skirt. 11-18, 50c.



Taffetas

For Crisp Elegance. 8412, Rustling plaid taffeta for this notched square neckline, all-in-one sleeves. 12-20, 50c. 3537, Military tailored party dress with line-up of glitter buttons. 12-20, 35c.



Satins

Satins At Their Gleaming Best. 3607, Scalloped neckline, push-up sleeves, full pleated skirt. 12-20, 35c. 8388, Asymmetric side wrap and sweetheart neckline lend an elegant air. Sizes 12-20, 50c.



Velvets

Velvets Find Their Most Lustrous Beauty In The Simple Line. 3580, Wide neckline, all-in-one cap sleeves, full skirt, 11-18, 35c. 8347, Scalloped lace yoke combined with velvet. 12-46, 50c. All Simplicity Patterns are printed. Backviews page 80. Yardages page 81.



Ottoman, Faille

Tailored To Perfection For Your Prettiest Suit. 3632, Ottoman suit-dress; double breasted, cuffed sleeves. 12-20, 35c. 3637, Faille suit-dress accented in decorative braid trim. 12-42, 35c.

NOVELTY FABRICS



A velvety rayon suede cloth makes a casual toasty-warm topper with stadium pockets. 3327, 12-20, 25c.



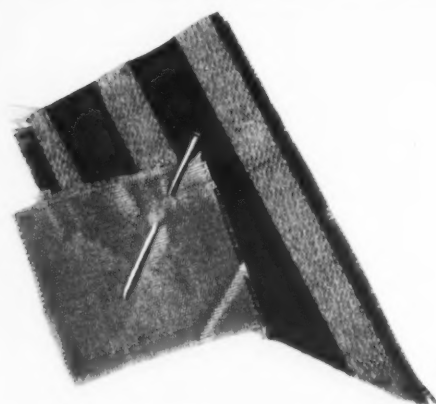
Flowered brocade—the answer to a gilt edged invitation. Your dancing formal is 3622, 10-16, 35c.



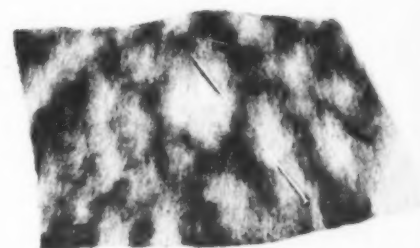
Terry cloth at-home lounging robe with festive ties. 3592, 12-20, 25c.
Tapered slacks, 3578, 24-32, 25c.



Moiré bengaline for the little dinner or those evenings at the theatre. An after-five suit, 3637, 12-42, 35c.



Satin-striped-taffeta escorted by a rich solid taffeta for those very important nights. 3662, 11-18, 35c.



The fake furs are a lot of fun. Moleskin jacket, 3411, 11-18, 35c.
Pedal pushers, 3578, 24-32, 25c.



From her storybook: ALICE IN WONDERLAND

BIG ALICE and LITTLE ALICE are on their way to the Mad Hatter's tea party.

Both are wearing blue dresses and white pinafores bound in Warren's red bias tape. BIG ALICE'S dress is 3701, 7-14, 35c. LITTLE ALICE'S is 3702, 1-6, 35c. Of Wamsutta organdy and Lustersheer broadcloth.

While in Wonderland these two pretty children learn the secrets of little girl loveliness from the White Rabbit. Peeking through the Looking Glass they see six charming hairstyles just like those shown on pages 54 and 55.

Then the White Rabbit (who is late for his date with the Queen of Hearts), hurries them off to the palace for a magical story on Wonderland beauty tips. (Continued on page 80).

From her story book... *continued*



3649



LITTLE BO-PEEP: For the child with naturally curly hair — a mopet of soft curls which are brushed into fluffy waves and ringlets. At the left is a charming Little Bo-Peep jumper and puff sleeved blouse. 3649, 1-6, 35c. All children's hairstyles are by the Marionette Room of the Richard Hudnut Salon.

LITTLE MISS MUFFET: For the nursery set a hairdo with a happy ending. This pretty miss has straight hair which falls softly to the shoulders and curls up slightly on the ends. Her bangs are thick and cut evenly across. In kindergarten she wears a clown-pocketed pinafore over a puff sleeved dress. The bodice is quaintly tucked to repeat the tucked skirt. 3506, 2-6, 35c.



3506



3320



PETER PAN: A youthful bob for all would-be Wendys. The hair is feathered around the head — the bangs brushed over to the side. To bring out your child's natural curl, comb the hair up and out from the back. This pert Wendy is sitting pretty in a box-top jacket and swing plaid skirt. Stitched on the skirt are two patch pockets. 3320, 7-14, 25c.



8313

LITTLE WOMEN: Like the tomboyish ways of Jo here is a natural hairdo for an outdoor girl. Simply brush the hair back from the face in soft curls. Then comb the bangs over into a soft wave. To the right are team-mates for a tailored young lady. A trim weskit, swirl skirt. 8302, 7-14, 35c.



GOLDIE LOCKS: Her mother sets the ends in pin curls just before bedtime. The next day she parts the hair in back and ties two clusters of curls with gay ribbons. For parties Goldie Locks puts on a corduroy jumper with wing-cap sleeves and full waltzing skirt. As a special treat she wears a maypole striped blouse that is ruffled at the elbows. 8313, 2-8, 35c.



8302

SNOW WHITE: Mirror, mirror on the wall, here's a hairstyle fairest of all.

For teens, a smooth page-boy. The ends are brushed under and the bangs combed over to the side, then swirled up in a full curl.

For coko dates, we voted this dress most likely to succeed. Blocked with white pique cuffs and vestee — brightened by rick-rack trim. 3466, 7-14, 25c.

All Simplicity Patterns are PRINTED.

Backviews on page 76. Yardages on page 78.



3466



ENGSTEAD

Claudette Colbert chooses from Simplicity Patterns a handsome dress that has the look of a coat. In navy and white harlequin check wool from Ria Herlinger. 8364, 12-20, 50c.

CLAUDETTE COLBERT: She has a style of her own

By Wanda Henderson

THE SCENE is a Hollywood movie set. The time, a few minutes before the cameras are to roll on an important sequence. A wardrobe girl dashes into the star's dressing room with her costume. There is a moment of silent contemplation and then the famous actress grabs the jacket she is supposed to wear, rips open the lining and apparently starts to tear it apart.

A fit of temperament? With anyone else, yes, but the star was Claudette Colbert and that made all the difference in the world.

When Paris-born Claudette started to "work over" the studio wardrobe department's best effort, no one on the set turned a hair. They had seen it happen before and each time the result was an improvement, and this was no exception. Out came the too heavy padding; a few pins placed here and there, a little basting to make the jacket fit and shooting started on schedule.

Vivacious Claudette Colbert's ability as a seamstress is just one of her many amazing accomplishments. Her portrait painting is good enough to demand top prices; she has passed the amateur rating as a skater, photographer, horsewoman; is an expert pilot and her skis have brought her two championships at Sun Valley.

"I come by my sewing naturally," Claudette explained. "My Aunt was a dressmaker in Paris and what she didn't teach me I learned in school. I studied design and probably would have stayed with the profession except for a financial situation which forced me (Continued on page 86)



For pure comfort, Claudette likes these tailored slacks in bold plaid wool. 8339, 12-20, 50c. To top them off, a cardigan jacket of coral wool jersey. 3334, 11-18, 25c. Leon Bauling fabrics.



She likes the idea of separates with a one-piece dress look. Here, a blouse with dipping wing collar and circular skirt. Celanese's "Reprise" taffeta. 3208, 12-20, 25c.



Gracious and feminine for evenings at home, this full-sleeved robe of Botany's coral flannel, bound and bowed in Martin's black velvet tubing. 3389, 12-20, 25c.

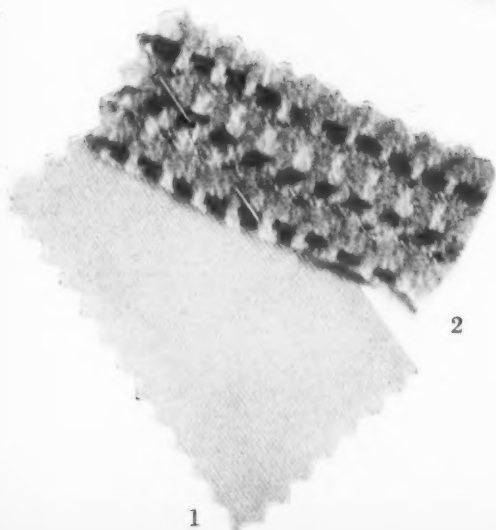
Claudette Colbert favors the casual dress. From Simplicity's collection she selects this style with giant pockets, all-in-one sleeves, and gathered skirt. In American Silk Mills' new "Donato", a velvety rayon suede. 8260, 12-18, 35c.

All Simplicity Patterns are printed. Backviews on page 76. Yardages, page 78.





In a Party Mood...Your Casual Dress

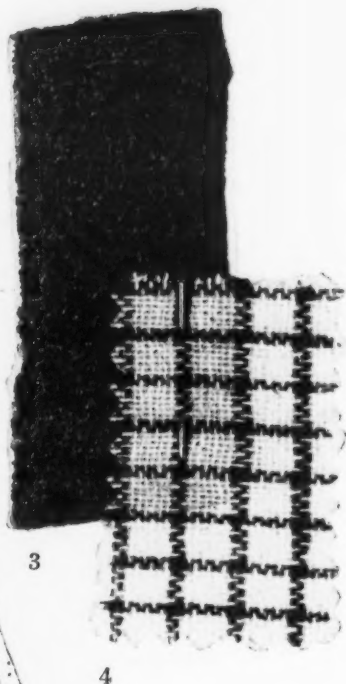


Young timers will come back for "seconds" after they have made one of these pretty dresses in party-icing colors. Kodachrome — Left: Charming off-the-shoulder wool jersey with push-up sleeves shirred by self ties. Right: Surprise "V" neckline, full gathered skirt. Both 3633, 12-18, 35c. Of Heller worsted jersey. Party-favor accents: Coro jewelry, Criterion belts. Maybelline eye make-up, Revlon "Certainly Red" Indelible-Creme lipstick. Party-pretty fabrics shown on these pages are:

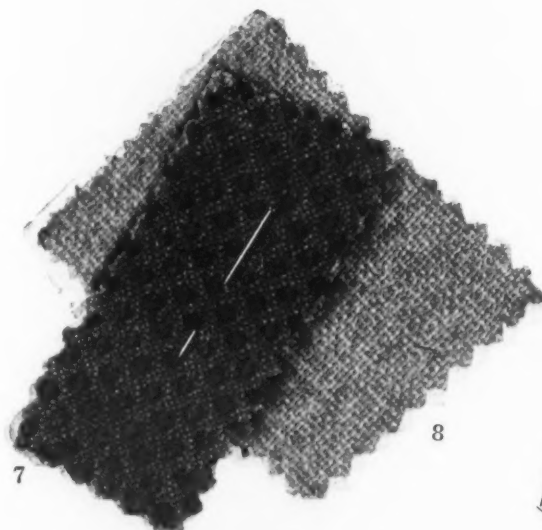
1. Weil & Schoenfeld "Wesco" bengaline. 2. Ria Herlinger nubby wool with Lurex. 3, 4. Leon Bauling flannel and checked wool. 5, 6. Botany wool dress crepes. 7, 8. Milliken wool crepe and novelty wool check. 9. Schlang wool check. 10. Crompton Richmond corduroy. All Simplicity Patterns are printed. Backviews on page 76. Yardages on page 78.



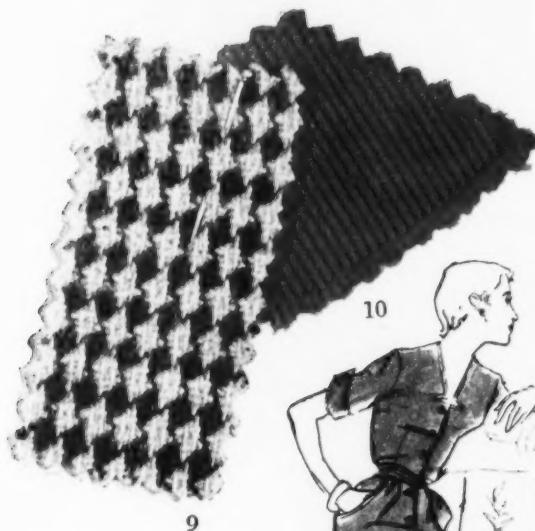
For candle-light dinners, a figured wool dotted by buttons and two flirtatious bows. Most becoming shawl collar. 3640, 11-18, 35c.



Perfect for Friday night movie dates — Tailored wool for juniors features four-button sleeves and unpressed pleats. 3639, 11-18, 35c.



For canasta evenings, a pastel crepe with scalloped cape collar and softly pleated skirt. Trickle of buttons down the front. 8407, 12-18, 50c.



Left: Tea table casual has conversational keyhole neckline. Short cuffed sleeves punctuated by buttons. 3631, 12-20, 35c. Right: Answer to a slightly formal invitation — Wing collar and cuffs brushed with a flamboyant velveteen bow and cuffs. 8415, 12-20, 50c.



LOU S. FAURER

A Double Life — The Winter Sheath



The drama of the sheath unfolds on these pages, with the extras that make it adaptable for every occasion. In a busy life demanding quick-change artistry, the winter sheath will play an important role. • *Above Left:* Decollete theatre suit — shed the jacket and reveal the slender sheath! Faille “Amerocco”, American Silk Mills. 8374, 12-20, 50c. • *Above Right:* Your standby — a scoop-necked, long sleeved sheath. A perfect all-occasion dress. 3672, 12-18, 35c. A cape that looks like a bolero, 3671, sm., med., lg., 35c. Heller jerseys. • *Left:* The magic of a transfer plus an embroidery needle gives this sheath a designer’s look. 3608, 12-20, 35c. Pretty cover-up, 3573, 12-20, 35c. American Silk Mills “Veldonna” for both.



• *Above:* Strapless sheath for the stroke of five! Elegant with long gloves, Kramer's glittering rhinestones. Wulco brown moire faille. 3594, 12-20, 25c. Confetti-like loops of tape on your gold taffeta overskirt from a transfer! 3686, waist: 24-32, 35c. • *Left:* Dramatic black crepe lends itself to this elegant design featuring a squared neckline and nipped waist. Pockets give a pegged effect to the tapering skirt. Wulco crepe. 8338, 11-18, 50c. Minimum cover-up—shoulder jacket of Hanora's fake broadtail. 3606, 11-18, 25c. Hats and veils from Madcaps. Jewelry by Trifari, Garay velvet bags. Meyers Make gloves. Costumakers buttons. All Simplicity Patterns are printed. Backviews on page 76. Yardages on page 78.



Simple to make -

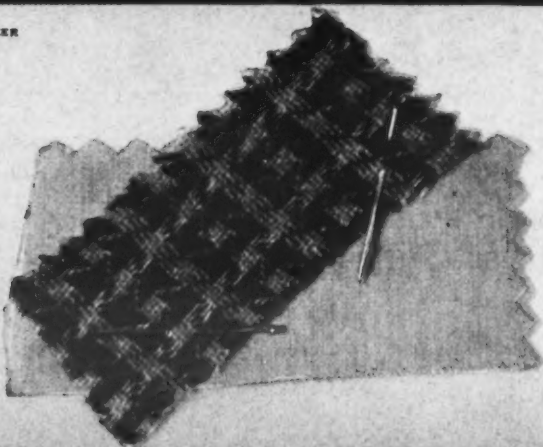
a wardrobe from one pattern

Mix-match magic wrought by one simple-to-make pattern! 3684, sizes 12-18, 35c — a complete wardrobe in a single envelope just waiting to be interpreted by you in your favorite fabrics and colors. The slim skirt combines famously with either the brief camisole top or the jacket (equally successful as a blouse!). Separates are so sensible and such fun too.



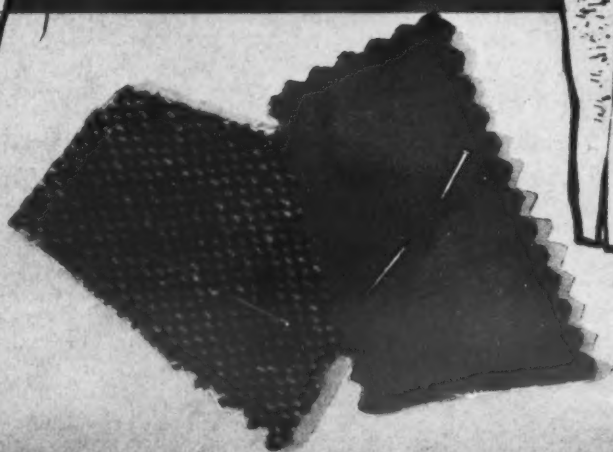
1. A soft suit — the backbone of your capsule wardrobe. Milliken tweed. Phil Duby hat. Scarf by Vera. Coro jewelry. Meyers Make gloves.
2. Dual interpretation: blouse of Avondale chambray with suit of Milridge checked wool.
3. Brilliant change of pace — scarlet Raydene corduroy by St. George for evening. Garay bag. Jewelry from Coro. Velvet rose by Flower Modes.
4. Sleek ottoman sheath topped by a jacket of Hanora moleskin furcloth. Widder Brothers ottoman.

PLUCKER



5. Classroom classic — a jumper of Milliken's grey flannel. Companion blouse of lilac chambray from Dan River. Garay silver link-belt.
6. Blouse and skirt, well-blended. Sporting Donegal tweed by Leon Bauling teamed with Wyner Sag-no-mor jersey. All buttons by LaMode.

Backviews on page 76. Yardages on page 78.
All Simplicity Patterns are PRINTED.





The Costume Look

The trend is toward the costume look—one of calculated coordination. Dresses have their own little cover-ups . . . a brief coat, a stole, a weskit or a button-on cape. The fabrics are carefully related, colors are thoughtfully mixed and blended. *Right:* Scarf success—willow slim dress designed to compliment a Mallinson silk print scarf, artfully draped to your taste. Mallinson crepe ottoman. Bienen-Davis bag. Urie Mandle jewelry. Betmar hat. *Sketch:* Convertible shutter neckline, without the scarf. 8423, 12-20, 50c. All Simplicity Patterns are printed. Backviews page 76. Yardages page 78.

PHOTOGRAPHS BY PAUL RADKAI. SKETCHES BY DILYS WALL.





Photograph: Left, Casual country coat of Juilliard's checked fleece. John Frederics hat. Wear Right gloves. 3449, 12-20, 35c. Right, Sophisticated city top of Hoffman's "Desert Bloom" rayon suede. Betmar hat. 8420, 12-20, 50c. Sketch: To slip neatly under your coat: Left, a sculptured suit-dress. 3637, 12-42, 35c. Right, a slim suit tailored to perfection in Botany wool. 8422, 12-20, 50c.



Photograph: Left, three-part harmony in year 'round cotton by Wamsutta. Bienen-Davis bag. 8421, 11-18, 50c. Right, Capes capture the fashion scene—this neat ensemble in Wulco faille. Lou Ash hand bag. Betmar hats. 8419, 12-20, 50c. Sketch: Happily self-sufficient—Left, peel off the jacket and reveal the dress with its detachable dickey. Right, minus cape it's a sheath or jumper!



Photograph: Left: To market, to market in a cape-able ensemble of Wyner Sag-no-mor jersey. 8418, 12-20, 50c. Right: Detachable shoulder-cape costume in Lankenau's "Hi Check" rayon. John Frederics hats. Bienen-Davis bags. Garay belts. 8424, 12-20, 50c. Sketch: Same dresses — capeless. Left: Slender dress with a keyhole neckline; wear it with or without dickey . . . Right: Wing-collared and wonderfully tailored for every occasion.

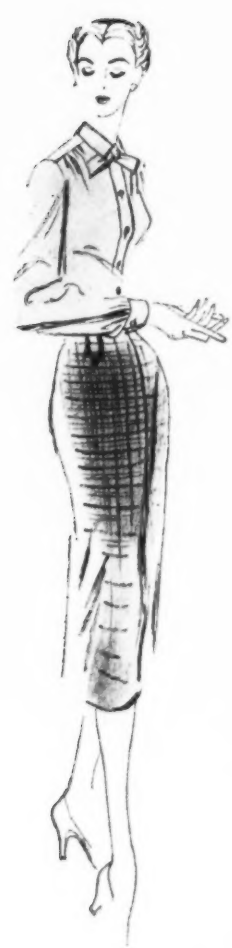


Photograph: Left: Campus or career-bound costumes that play a dual role. Cavalier cape with G. Hirsh braid trim gives dash to your basic dress of Skinner rayon crepe. Cape of Hoffman's "Desert Bloom" rayon suede. John Frederics hat. 3671, sm., med., lge., 35c. Right: Banker's check weskit. Schlang wool coordinates. Betmar hat. 3298, 12-20, 25c. Sketch: Left: Subtract the cape — reveal the neckline, scooped and cuffed. 3672, 12-18, 35c. . . . Right: Minus the weskit, a stylized shirtwaist. 3610, 12-20, 35c.



*Ph
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(continued) **The
Costume
Look**



Photograph: Aim for the corner pocket! Belt the stole for a tunic-effect. Lankenau's rayon. Bates cotton blouse. John Frederics hat. Bienen-Davis bag. B.G.E. buttons. *Sketch:* Class-room or office outfit. Stole and skirt: 3655, waist 24-32, 35c. Blouse: 3656, 12-44, 35c. All Simplicity Patterns are printed. Backviews, page 76. Yardages, 78.

PHOTOGRAPHS BY PAUL RADKAI. SKETCHES BY DILYS WALL.

Right: Molded forms for four Singer Sewing Machine customers. Each form has a 32" bust but varies in other measurements.

Below: Shown in the chart are the measurements for each of the molded forms as compared to the standard pattern measurements for a 32" bust. Each figure has some alterations to make — all vary in height.



YOU...and your pattern

	Standard	Figure 1	Figure 2	Figure 3	Figure 4
Bust	32	32	32	32	32
Waist	26	23½	23	23¼	23
Hip	35	33	33½	34¾	32
Back—neck to waist	16½	15¼	14½	16½	16
Front—neck to waist	14¼	13½	14½	15½	14¼
Back width at armhole	14¾	13¼	13½	14	14½
Shoulder	5	4½	4½	4¾	5

One of the satisfactions of owning a custom-made dress is the pleasure of having it fit beautifully. This enjoyment can be the reward of any sewer who is willing to take pains with one special step in the construction of a dress — comparing the pattern with her own measurements, and adjusting it to them. "But why must I make alterations?" one is apt to ask. "My bust measures 32. I bought the pattern in that size. Is the pattern wrong?" The answer is simple. The pattern is not wrong — but almost every figure has some measurements that deviate from standard pattern measurements. All pattern sizes must conform to a definite standard; otherwise there would be no scale on which to base selection. Standards for figure sizes are set up by the Bureau of Standards in Washington, D.C., and pattern companies accord with them in sizing patterns. Such standards are compiled from an average of figure measurements. The majority of individuals vary from this average in one or more ways. For example, each of the four Singer dress forms above has the same bust measurement — size 32. Each is the figure of an actual customer of the Singer Sewing Machine Company's Sewing Centers. Each was modeled on the customer's body to reproduce her own measurements and to show her height.

The same forms measured underneath and tabulated in the chart left, illustrate the way individuals with the same bust size diverge from a standard pattern size. Waist measurements of the figures are nearly three inches smaller than standard; hips, up to three inches smaller. However, while the front waist of a standard pattern has to be shortened three-quarters of an inch for Figure 1, it has to be lengthened an inch and a quarter for Figure 3. All four figures vary in height. For proper fit, select your dress, blouse and suit patterns by bust measurement; skirt and slacks patterns by waist measurement. (If hips are extra large, choose the skirt or slacks by hip size. It's easier to make the waistline smaller than the hips larger.) Remember that while the waist measurement of a pattern corresponds with the actual waist measurement, there is a dress tolerance or additional fullness of about four and a half inches over the bust.

If you like your clothes to fit snugly, you may prefer to use a pattern one size smaller than your bust measurement. Decide this only after working with a pattern purchased by actual bust measurement. Youthful figures seldom require more than minor alterations, and following these suggestions will reduce them to a minimum. To check a new pattern for necessary alterations, compare it with your measurements in a dress that fits you well. Alterations should be made in the pattern before the material is cut. Take up darts and gathers; then placing it flat on a table, check each of your measurements with those of the pattern, measuring from seamline to seamline. Instructions for making all types of individual alterations may be found in the Simplicity Sewing Book. For information on how to choose your correct size in foundations see page 82. For hints on selecting hosiery, correctly proportioned to your leg see page 91.

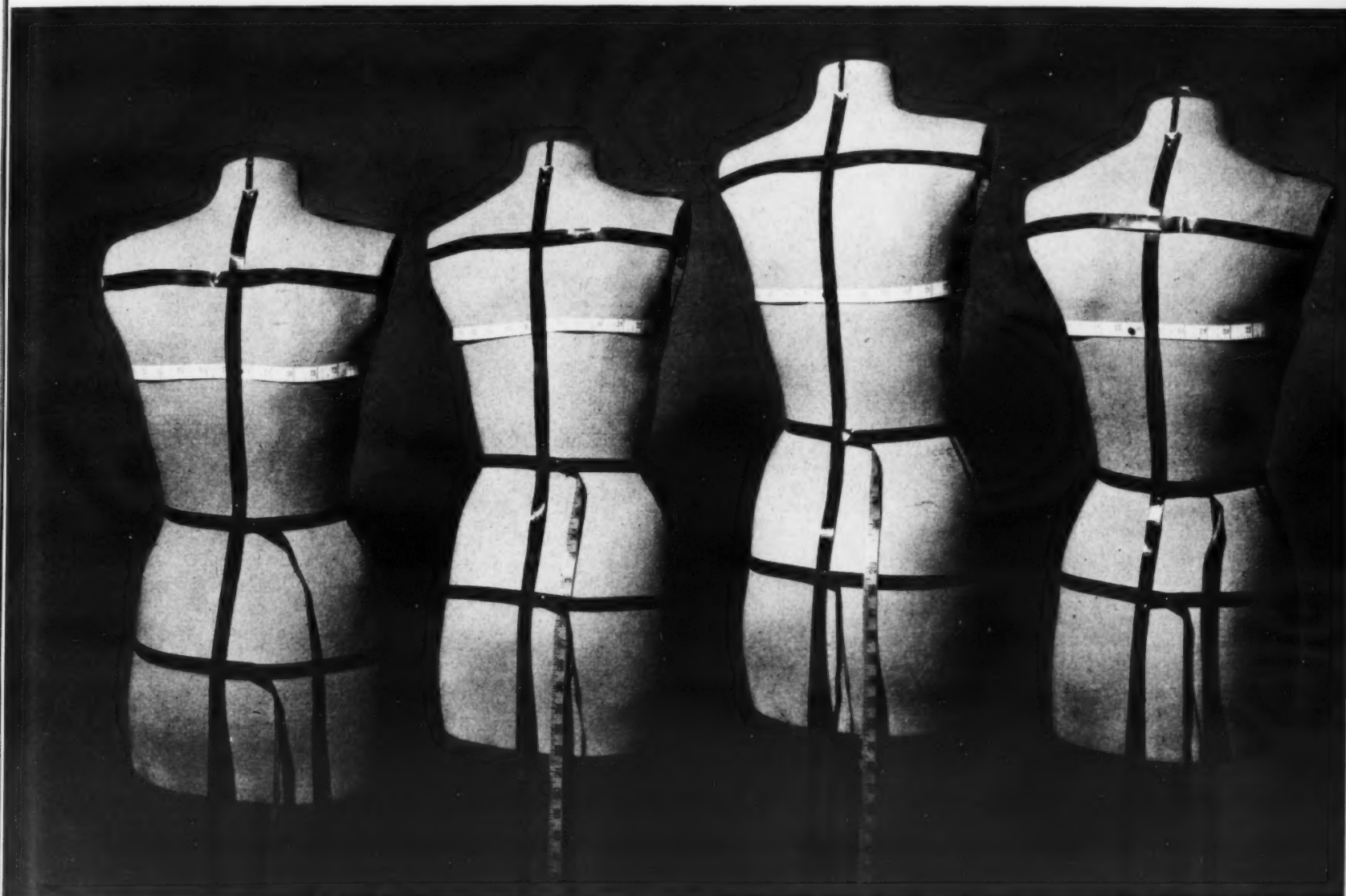


Figure 1 is smaller than the standard measurements for a 32 pattern except through the bust.

Figure 2 differs from standard in waist, hip, back width, shoulder, front and back length.

Figure 3 deviates from standard in waist, hip, shoulder, front length, back width.

Figure 4 varies from standard pattern in waist, hip, back length, and back width.

For your most glamorous evenings



Here are five of the prettiest party dresses that ever graced the dance floor. We are showing them in elegant satins, taffetas, velvets, and ribbed fabrics. To bait the stagline we added rustling petticoats plus accents made of Martin ribbons. For directions for making the ribbon bow, peplum, sash, and stole write to: Ribbon Crafts, Simplicity Pattern Book, 200 Madison Ave., N. Y. C. Be sure to send a stamped envelope.

Top: Luxurious coat-dress. Gay ribbon bow. American Silk Mills "Amerocco" crepe ottoman. 3693, 11-18, 35c. *Left:* Strapless gown fitted for all its worth. Full waltzing skirt, accented with a lush ribbon sash. Skinner "Starkist" satin and Martin velvet. 3694, 11-18, 35c.

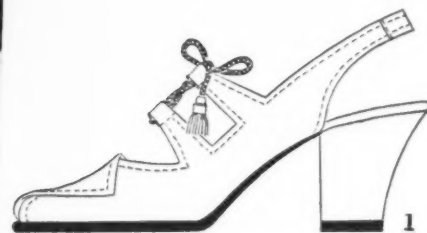


Top: For champagne evenings, a slim, figure-flattering sheath dress. To set off your tiny waist we added a decorative ribbon peplum. Of Widder "Taf-Tay" rayon taffeta. 8385, in 12-20, 50c. *Left Center:* Dance separates designed for teens. Youthful decollete sheath top escorted by a multi-colored striped skirt. Festive sash. Skinner deep luster dull finish satin top. G. Hirsch Co. satin striped taffeta skirt. 3644, 10-16, 35c. *Lower Right:* Just a few seconds till midnight and you are ready to welcome the New Year in this strapless princess gown that's gala from the ribbon stole to the rustle of its swirling hem. Skinner deep luster dull finish satin. 8335, in sizes 11-18, 50c.



HALLEY ERSKINE

Two suits en route to many destinations! • Left: Far flung collar is the focal point in this fitted jacket with side entrance pockets. Slim but easy-going skirt. Celanese "Celpaca" acetate suiting. 8428, 12-42, 50c. Dobbs hat. • Right: Cardigan jacket belted tight over its slender skirt. Elbow-length sleeves are cuffed for three-quarter gloves. Skinner "Danza" bengaline. 3635, 12½ - 24½, 35c. Madcaps toque. All Simplicity Patterns are printed. Backviews pg. 76. Yardages pg. 78.



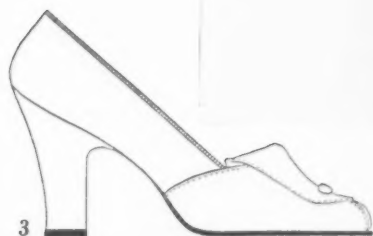
• Footnotes: • 1. Comfortable all-day shoe by Enna Jettick. • 2. Red Cross walking wedge for sportswear. • 3. Afternoons and after — two tone I. Miller pump. Coro gold jewelry, Marvella pearls. Flower Modes violets, Wear Right gloves, Jenny bags. All buttons by La Mode.



2

The well dressed Woman

• Here is a capsule wardrobe especially designed for the mature woman, who knows the importance of being beautifully dressed on a limited time and expense budget. These smart fashions shown with sensible yet becoming shoes should see her through a busy Fall.



3

• Top: Spectator plaid cut with curved lapels. Toss-on fringed stole. Benley wools. 3636, 12-42, 35c.
• Left: Feathersilk print by Cohama. 3634, 12½-24½, 25c. • Center: Dinner separates. D. Strauss lace blouse, 3680, 12-42, 35c. Boulevard velvet skirt, 3360, 24-36, 25c. • Right: Overblouse, 3680, 12-42, 35c. Slim skirt, 3341, 24-38, 25c. Mallinson "Theme Song" crepe. Photographed in Grosfeld House.



The White Blouse

White has a wonderful way with blouses, and so does Simplicity! Here is a group of five blouses to wear with suits or with separate skirts. They're easy and inexpensive to make, so don't stop with one. Make several in a variety of fabrics and styles. You can't have too many! *Above left:* Play the ingenue in this youthful blouse. Tuck a sprig of flowers in the tiny pocket or anchor a bright ribbon-fob to it as shown. Martin ribbon. Urie F. Mandle jeweled pin. Tootal Tebilized linen. 3658, 10-16, 25c. *Above right:* Our beau-catcher blouse, frivolous and feminine . . . the perfect foil for a U-necked suit. Also the crisp, cool solution to autumn's inevitable Indian Summer days. Milton Blum muslin. 3660, 12-20, 35c. *Below left:* Neatly pleated, long sleeved . . . a blouse that's a "must" in every wardrobe.

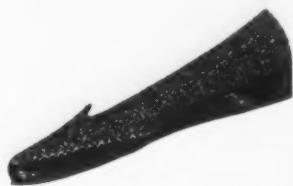
Of imported, washable, Lanella, 50% wool — 50% cotton. 3661, 12-44, 35c. *Below center:* Bib-fronted blouse — a second version of pattern 3660 (above). Trim and tailored in William Lind's wide-wale pique. 12-20, 35c. *Below right:* White collar special. Classic convertible-neckline. Peter Pan broadcloth. Jewelry by Coro. 3656, 12-44, 35c. Vogue belts. La Mode buttons.

All Simplicity Patterns are printed. Backviews page 76. Yardages page 78.

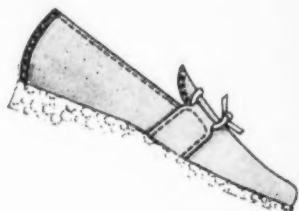
ROBERT FRANK



Fashion for Fall: Wedgies by Joyce



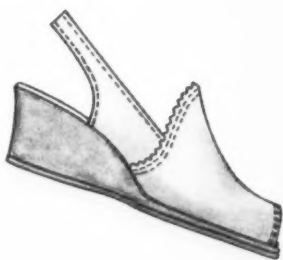
Fabulous combination of textures — slate gray flannel teamed with gleaming patent leather on the new gracefully molded wedge by Joyce.



Conversation-piece casual. A crepe-covered wedgie with soft glove-leather upper. Equally at home for play-time or for back-to-school.



Beau-catcher! You'll see a big revival of perky bows to remind you of dancing school days. Catty corner toe and sculptured wedge make it worthy of rave notices.



If your preference is a high wedge, here's the shoe for you. New up-the-vamp feeling for style and ease. In sun-gold suede with pinked edges.

HANORA'S
fabulous fake fur
A FABRIC FAMILY* TO EXCITE YOUR SEW-MAGINATION

goes to her head in Paris,
Simplicity Pattern No. 3323

stole from the Stole Idea furs and wool...
Simplicity Pattern No. 3671

frames the "picture" in ranch house picture-windows,
Simplicity Pattern No. 3302

...the Fake Fur Coat fooled the experts in N.Y.C.
Simplicity Pattern No. 3420

Covers convertibles,
Simplicity Pattern No. 2604

glides on ice at Placid,
Simplicity Pattern No. 3074

clothes the male at White Sulphur,
Simplicity Pattern No. 3403

and, rides the range out of Tucson

A PRINCETON KNIT PRODUCT

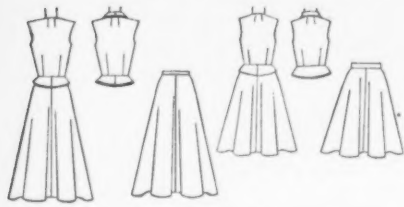
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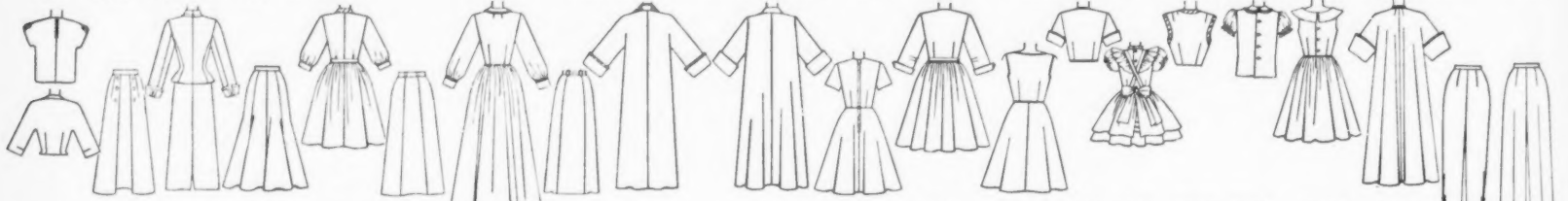


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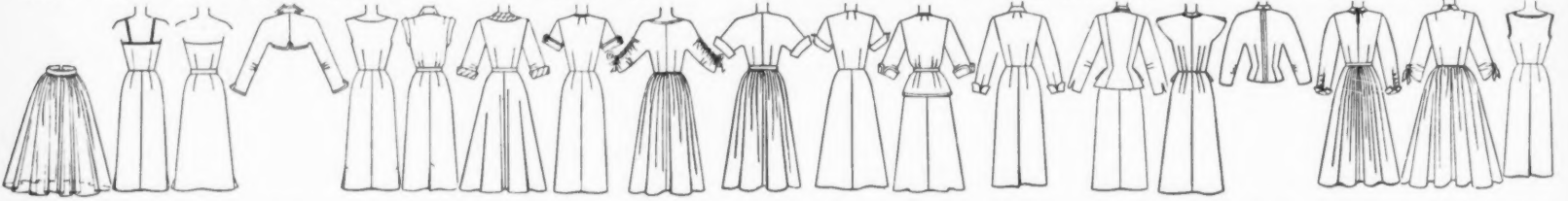
BACKVIEWS FOR STYLES SHOWN IN THIS ISSUE



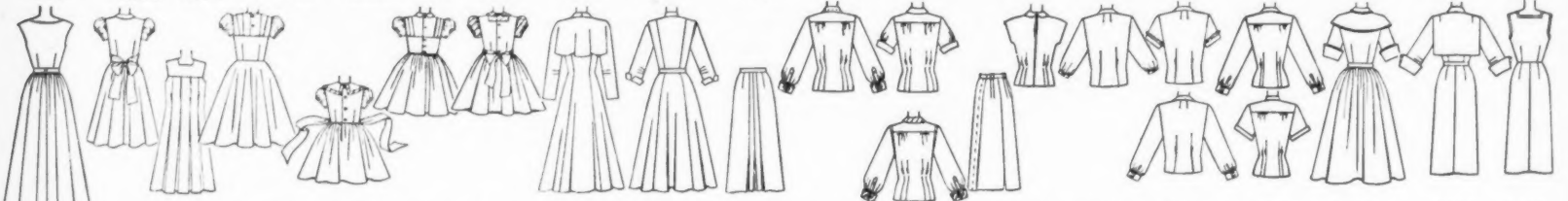
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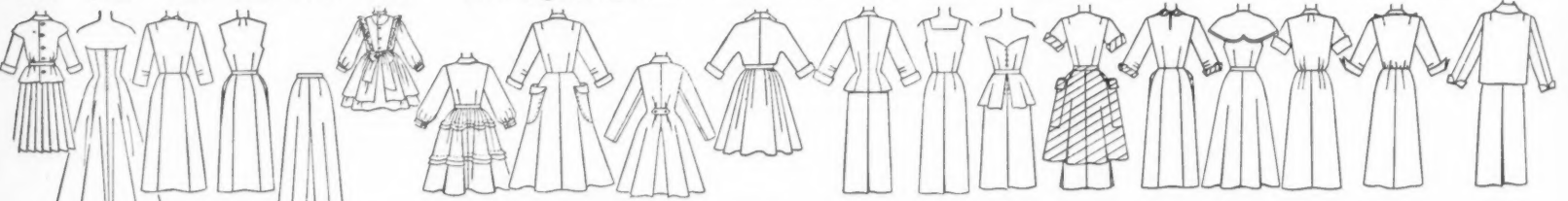
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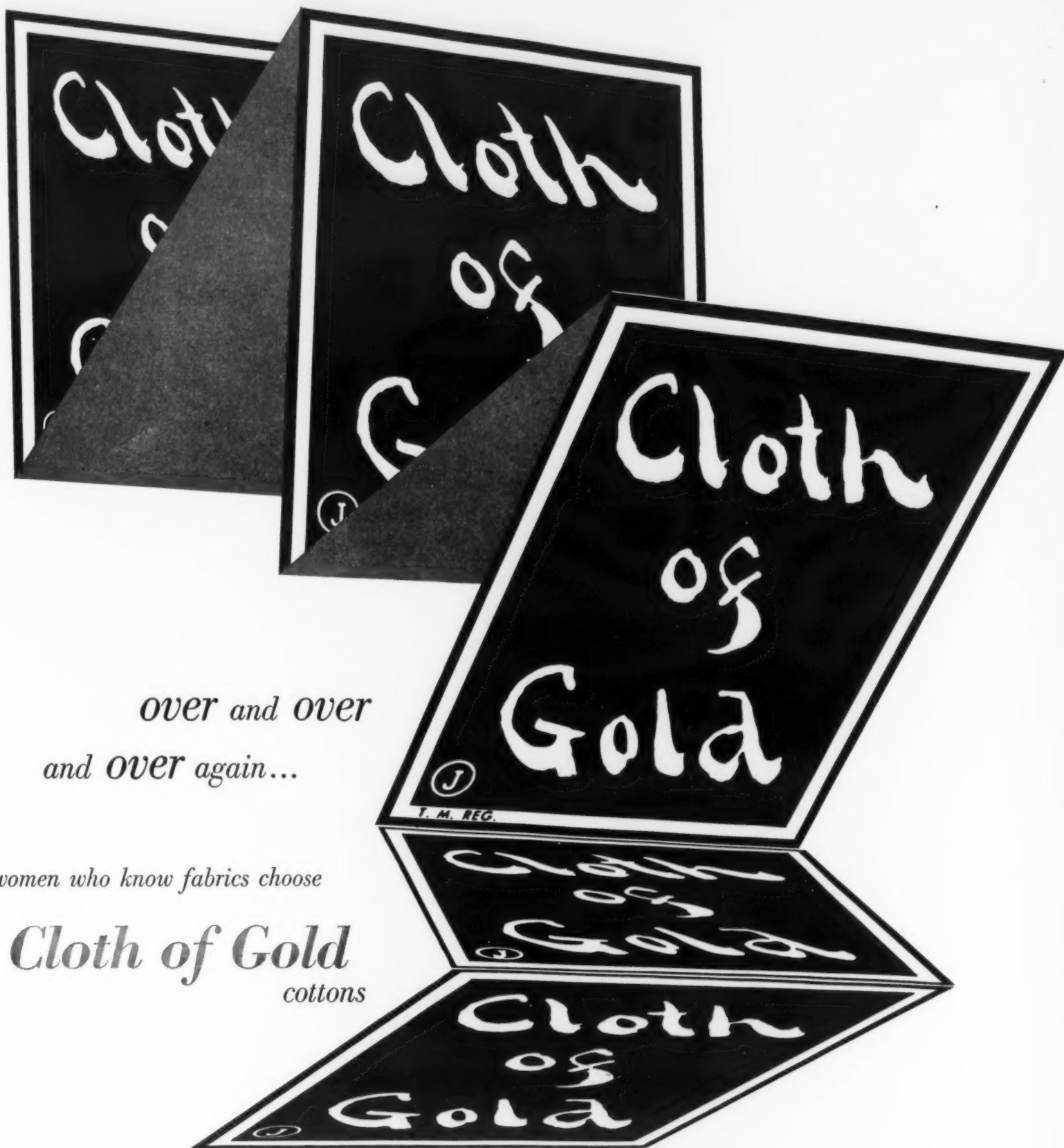
3681 3682 3684 3684 3684 3686 3693 3694 3696 3699 3701 3702 8252 8260 8289 8302 8304 8313 8314 8314



8328 8335 8337 8338 8339 8343 8354 8364 8365 8366 8374 8374 8385 8387 8406 8407 8410 8415 8417



8418 8418 8419 8419 8420 8420 8420 8421 8421 8422 8423 8424 8424 8427 8428 8429 8432



*over and over
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All Simplicity Patterns are *Printed*. Patterns are 25, 35 or 50 cents. Yardages are in one size depending on size-range, and serve only as estimates. Check yardages for your size on back of pattern envelope before buying fabric.

No.	Pages	Size	Yards	Width
2466	26	26	3 1/2	35"
2969	35, 37	4	1 1/2	35"
3027	27	14	1 1/2	35"
3027	30	14	1 1/2	35"
3081	38	10	2 1/2	54"
3081	38	10	1 1/2	54"
3081	38	10	1 1/2	54"
3083	34	4	1 1/2	54"
3083	34	4	1 1/2	54"
3165	43	14	3 1/4	39"
3208	56	16	4 1/2	39"
3208	56	16	1 1/2	39"
3298	66	16	2	35"
3302	27, 28, 42	16	1 1/4	54"
3307	27	26	1 1/2	54"
3320	54	10	1 1/2	54"
3330	27	26	1 1/2	54"
3334	56	14	1 1/2	54"
3341	73	28	2 1/2	39"
3355	31	14	3	54"
3360	73	26	3	39"
3374	39	10	3 1/4	35"
3380	27	26	2 1/2	35"
3389	56	16	3 1/4	54"
3408	27	28	2	54"
3448	30	16	3 1/4	51"
3449	25	16	4 1/4	39"
3449	65	16	2 1/4	54"
3466	55	10	2 1/2	35"
3500	40	10	3 1/4	39"
3504	38	10	4 1/4	35"
3506	54	4	1 1/2	35"
3519	31	16	1 1/2	35"
3530	40	10	3 1/4	35"
3573	60	16	5 1/2	39"
3578	31	28	1 1/2	54"
3578	42	23	2 1/2	35"
3585	43	14	1 1/2	39"
3594	61	16	2 1/2	39"
3606	61	14	1	54"
3608	60	16	2 1/2	44"
3610	66	16	4	35"
3611	32	14	4 1/2	35"
3631	59	16	3 1/2	35"
3633	58	14	3	54"
3634	73	16 1/2	3 1/4	39"
3635	72	16 1/2	3 1/4	39"
3636	73	16	2 1/2	54"
3637	65	16	3	54"
3638	29	14	1 1/2	39"
3638	29	14	1 1/2	39"
3638	29	14	1 1/2	39"
3639	59	14	3 1/4	54"
3640	59	14	5 1/4	39"
3641	28	12	3 1/4	39"
3644	71	12	1	39"
3645	39	10	3 1/4	35"
3645	41	10	3 1/4	35"
3646	38	8	1 1/2	54"
3647	41	10	1 1/2	35"
3648	36	4	2 1/2	35"
3649	54	4	1 1/2	35"
3650	36	4	1 1/2	35"
3652	19	14	2 1/2	54"
3653	19	10	2 1/2	54"
3654	28	14	5 1/2	35"
3655	67	28	2 1/4	54"
3656	27	16	2	39"
3656	67, 74	16	2 1/2	39"
3657	26	28	1 1/4	54"
3658	74	12	1 1/2	35"
3660	26	16	2 1/2	35"
3660	74	16	1 1/2	35"
3661	27	16	2 1/2	35"
3661	74	16	1 1/2	35"
3662	32	14	4 1/4	44"
3663	29	12	4 1/2	35"
3665	35	10	3 1/2	35"

No.	Pages	Size	Yards	Width
3665	41	10	3 1/4	35"
3666	39	10	1 1/4	44"
3666	40	10	2 1/4	35"
3667	37	4	1 1/2	35"
3668	35	4	1 1/2	35"
3668	36	4	1 1/2	35"
3669	37	4	2 1/4	35"
3670	32	16	4 1/2	39"
3671	31	med.	1 1/4	44"
3671	60	med.	1	54"
3671	66	med.	1 1/4	44"
3672	60	14	2 1/2	44"
3672	65	14	2 1/4	54"
3673	22	16	5	35"
3674	33	12	4 1/2	35"
3675	34	10	1 1/4	35"
3675	41	10	1 1/2	44"
3676	34	4	1 1/2	44"
3677	28	12	3 1/4	39"
3679	37	4	2 1/2	39"
3680	73	16	2 1/4	35"
3681	26	16	2 1/4	35"
3682	29	14	2 1/2	54"
3684	62, 63	14	1 1/2	54"
3686	42	28	1 1/4	39"
3686	61	28	2 1/2	44"
3693	70	14	5 1/4	39"
3694	70	14	7 1/2	39"
3696	23	12	3 1/4	72"
3699	38	10	1 1/4	54"
3701	53	10	2 1/2	35"
3702	53	4	1 1/2	44"
8252	43	16	2 1/2	39"
8260	57	16	4 1/2	39"
8289	41	10	1 1/2	54"
8302	55	10	1 1/2	54"
8304	39	10	1 1/2	35"
8304	40	10	3 1/4	35"
8313	55	4	1 1/2	35"
8314	35	2	1 1/2	54"
8328	38	10	3 1/2	54"
8335	71	14	6 1/2	39"
8337	31	16	2 1/2	54"
8338	61	14	3	39"
8339	56	16	1 1/2	54"
8343	36	4	1 1/2	35"
8354	39	10	3 1/4	39"
8361	56	16	3 1/4	54"
8365	39	10	2 1/2	54"
8366	39	10	2 1/4	54"
8374	60	16	4 1/4	39"
8385	71	16	2 1/4	39"
8387	42	16	2 1/4	39"
8406	33	16	2 1/4	54"
8407	59	14	5	39"
8410	33	16	3 1/4	44"
8415	59	16	3 1/2	39"
8417	22	14	2	54"
8417	25	14	2	54"
8418	66	16	2 1/2	54"
8419	65	16	3 1/4	54"
8420	24	16	3	54"
8420	25	16	3 1/4	54"
8420	65	16	3 1/4	54"
8421	65	14	3 1/4	35"
8422	23	16	6 1/4	35"
8422	65	16	2 1/4	44"
8423	64	16	2 1/4	44"
8424	66	16	2 1/4	54"
8427	24	16	4 1/4	54"
8428	72	16	4	44"
8429	22	16	3 1/4	54"
8432	23	14	3 1/4	44"

Now! Patterns—Fabrics— Everything for sewing available at your **SINGER SEWING CENTER!**

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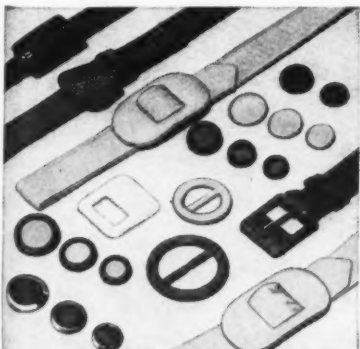
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For every sewing need visit your **SINGER SEWING CENTER!**

make your own
self-fabric
belt and buckle
with

"BAC-A-BELT"

*T.M.

and

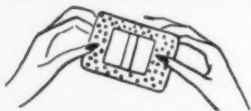
BUCKLES

Pat. Pend.

as little as
20¢ complete



• stitch your dress material to
"BAC-A-BELT" backing.



• "BAC-A-BUCKLE" . . . the plastic
buckle which requires no clean-
ing . . . just insert your material
into "BAC-A-BUCKLE".



• "JIFFY BUCKLE" . . .
just cover frame with
magic pattern.

Simple instructions on
back of each card . . . no
tools necessary.

Presto!

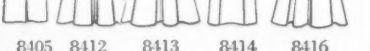
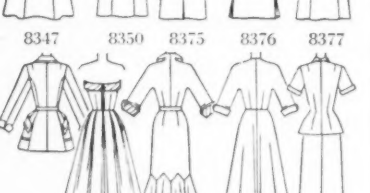
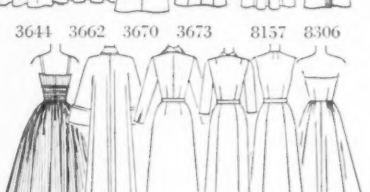
"BAC-A-BELT"
belt-backing can
be washed or
dry-cleaned . . . in cotton
shantung . . . eight
fashion-right colors.
¾" and 1" widths
... 10c per yard.
Also available in
sharkskin. Packaged in
45" lengths: 15c and 25c.
Buckles only, 10c.

Simplicity specifies
"belt-backing" in
their dress patterns.



BAC-A-BRAND PRODUCTS, INC.
New York 3, N. Y.

BACKVIEWS FOR STYLES
SHOWN ON PAGES 45 THROUGH 52



From Her Storybook

(Continued from page 53.)

In the days of "Once upon a time" parents invited good fairies to the christening of their little daughter. Each guest in turn would wish a precious lifelong gift to the newborn child . . . health, happiness, and beauty.

Today parents can give these gifts to their children if they have the proper knowledge of health habits and good grooming.

Your own little girl is never too young to develop priceless health and beauty habits that will last through a lifetime. By teaching her the rewards . . . a beautiful smile, rosy cheeks, and soft, shining hair, day-to-day grooming will be a wonderful new game. She will also have fun using her very own beauty aids that are packaged as prettily as mother's and are daintily perfumed.



Cleanliness is the first rule for glamour-grooming. Your child will love to bathe in the tub when she has a Little Lady soap doll that is carved with a blue frilled apron and pink hair bow. Just rubbing the soap on isn't all the fun, for a few drops of Little Lady bubble bath will fill the tub with a billowy bed of garden-scented bubbles. After soaking in this luxurious bubble bath, your miniature beauty will want to dust herself lightly with talcum powder. One of the prettiest, non-spill packages is the Little Lady powder mitt.



For a peaches and cream complexion, soap and water scrubbings several times a day are a must! Special attention should be given to the nose and chin sections where dirt collects. Be sure your daughter has a fresh washcloth, soap and lots of warm water. Then finish off with a cold rinse to bring a rosy glow to her cheeks.

From Her Storybook



Lovely white teeth are the result of daily care. Brushing is very important in the morning and before going to bed. And of course dental checkups every six months are essential for healthy gums and teeth.

The next part of our glamour-grooming routine is on hands. Before going to school each day, your little girl should clean her hands and nails. Also by showing her how to file the nails in an oval shape, you will help discourage nail biting for your future prom queen!



When Jack Frost starts to paint pictures on the windowpanes, your child will love to receive a Little Lady lip pomade. It's tinted just like mother's but is colorless when applied. Is perfect for preventing chapped lips.



Hair must be brushed a hundred strokes a day to give it that polished luster. To keep it sparkling, it also must be shampooed each week or every ten days. For soft, baby-fine hair we suggest you use

Helene Curtis Egg Shampoo. Its billion-bubble lather plus the richness of the egg imparts a beautiful sheen to the hair. After shampooing, pat on a few drops of Suave to help make setting easier, and the hair more manageable.

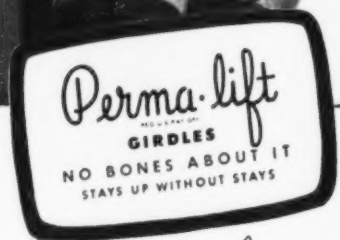
If your daughter wishes for pretty, natural-looking curls then give her a Pinwae home permanent. It's one of the simplest pin-curl permanents you ever saw with no blocking, rods, end papers, or re-setting.

For directions for three adorable children's hairstyles using Pinwae write to: BEAUTY, Simplicity Pattern Book, 200 Madison Avenue, New York City. Be sure to send a stamped, self-addressed envelope.

Aproximate Yardages

All Simplicity Patterns are Printed. Patterns are 25, 35, or 50 cents. Yardages are in one size depending on size-range, and serve only as estimates. Check yardages for your size on back of pattern envelope before buying fabric.

No.	Page	Size	Yards	Width
3327	..52	..16	3	54"
3343	..47	..16½	3¼	54"
3345	..48	..14	4¼	35"
3411	..52	..14	1¾	54"
3442	..47	..16	3¾	44"
3444	..47	..16	3½	54"
3510	..48	..14	4¾	35"
3537	..51	..16	3¾	54"
3545	..49	..16	5¾	35"
3557	..49	..14	4¾	35"
3578	..52	..28	2¼	35"
3580	..50	..14	4¾	39"
3588	..49	..36	4½	35"
3592	..52	..16	4¼	35"
3607	..51	..16	4¾	44"
		yoke..	¾	35"
3619	..49	..16½	4¼	35"
3620	..50	..36	5	39"
3621	..50	..36	5½	39"
3622	..52	..12	4¼	44"
3624	..49	..14	4¾	35"
3632	..51	..16	4¾	39"
3634	..50	..16½	3½	39"
3635	..47	..16½	3¾	44"
3637	..51	..16	3¾	44"
3638	..52	..16	4½	39"
3639	..46	..14	3¾	44"
3642	..47	..12	jacket..1½	54"
		skirt..1¼	54"	
3643	..48	..12	5	35"
3644	..51	..12	3¾	39"
3662	..52	..14	bodice..1¾	39"
		skirt, collar and cuffs..3¼	39"	
3670	..49	..16	4¾	35"
3673	..46	..16	jacket..2	54"
		skirt..1¾	54"	
8157	..46	..18	3½	54"
8306	..46	..16	2¾	54"
8311	..51	..14	4¾	54"
8319	..46	..16	4¼	54"
8334	..46	..16	2¾	54"
8337	..47	..16	2½	54"
8338	..48	..14	2½	54"
8346	..50	..14	8	39"
8347	..50	..16	3	39"
8350	..50	..16	4¾	39"
8375	..48	..16	4¾	35"
8376	..47	..16	3¾	44"
8377	..48	..16	4¾	35"
8379	..46	..16	3¼	54"
8382	..49	..16	7½	35"
8384	..50	..16	4¼	39"
8388	..51	..16	3½	54"
8404	..47	..16	top..2½	39"
		skirt..2	39"	
8405	..48	..16	3¾	35"
8412	..51	..16	4	39"
8413	..49	..16	5¼	35"
8414	..49	..16	4¾	35"
8416	..46	..16	3¼	54"



*The Lady Loves
this Wonder Girdle*

**NO BONES
ABOUT IT**

Stays up without stays

Pamper your figure with a "Perma-lift"® Girdle. No bones to poke or pinch—just the smooth stay-up comfort of the patented Magic Inset to cuddle your curves. Wash it, wear it as often as you like—it just can't roll over, wrinkle or bind—No Bones About It—Stays Up Without Stays. At your favorite corsetiere's—\$5.95 to \$15. Get yours, Today.

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SIZING-UP YOUR FOUNDATION



A properly fitted foundation is a good beginning in sizing-up your pattern. To make certain you buy the correct size bra, measure around your diaphragm, and add six inches for your size. In addition, most bra cups are sized too. When you try on your bra, be sure you don't pull the shoulder straps too tight so that the bra is too high in back, for it will probably gap at the armpits if you do. If you are fleshy under the arms, buy a bra with a fairly wide band on the side. If you have a fleshy diaphragm, get a bra with a diaphragm band. A feature of the Perma-lift bra sketched above is the cushion inset at the base of the cup. This gives support from below that never washes out. Most women know the importance of a good fitting foundation and pay close attention to the waist and hip measurements of their girdles, but give no regard to the length. Strangely enough, there is no relationship between the height of the woman and the length of the girdle she should wear. All too often we attempt to remedy the "too long" girdle by folding our stockings over several times thus straining them below the protective welt. The bottom of your girdle should anchor about 1" below your derriere. The Perma-lift girdle sketched above comes in 13", 14", 15", 16" lengths, and in sizes 24 through 32. A word of caution! Don't attempt to buy a girdle or bra without trying it on first.

Warren's

BELTING

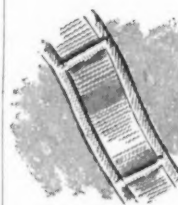
for
that
NEAT
Look



When sewing your Fall Fashions, keep your waistline in mind. Be sure to use WARREN'S Belting to keep your blouse from hiking up... your skirt from slipping down.

WARREN'S Belting features *Permanent Finish*. It's *Washable... Cleanable... Durable*.

Sold by the yard or in one yard packages at all good Notion Counters.

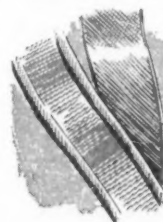


FEATHERBONE DRESS BELTING

Boned every 4 inches with Featherbone woven into fine Grosgrain Duck. Keeps skirt tops from crushing or rolling over. Also Flared Cumberbund Belting in 5 inch width. White or black.

"SNUGTEX" BELTING

Three rows of non-skid rubber treads assure a flawless appearance at your waistline. In white, black, beige, grey.



DUCK BELTING

Woven Duck Belting in two popular all-purpose types. With either bound or reinforced cord edges. White or black.

The Warren Featherbone Co.

Three Oaks, Michigan

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the
newest,
most exciting
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use the linings

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DUCHESS

LININGS

Guaranteed for the life of the garment.

Produced of finest quality rayon yarns.

Processed by the most

advanced dyeing

and finishing methods.

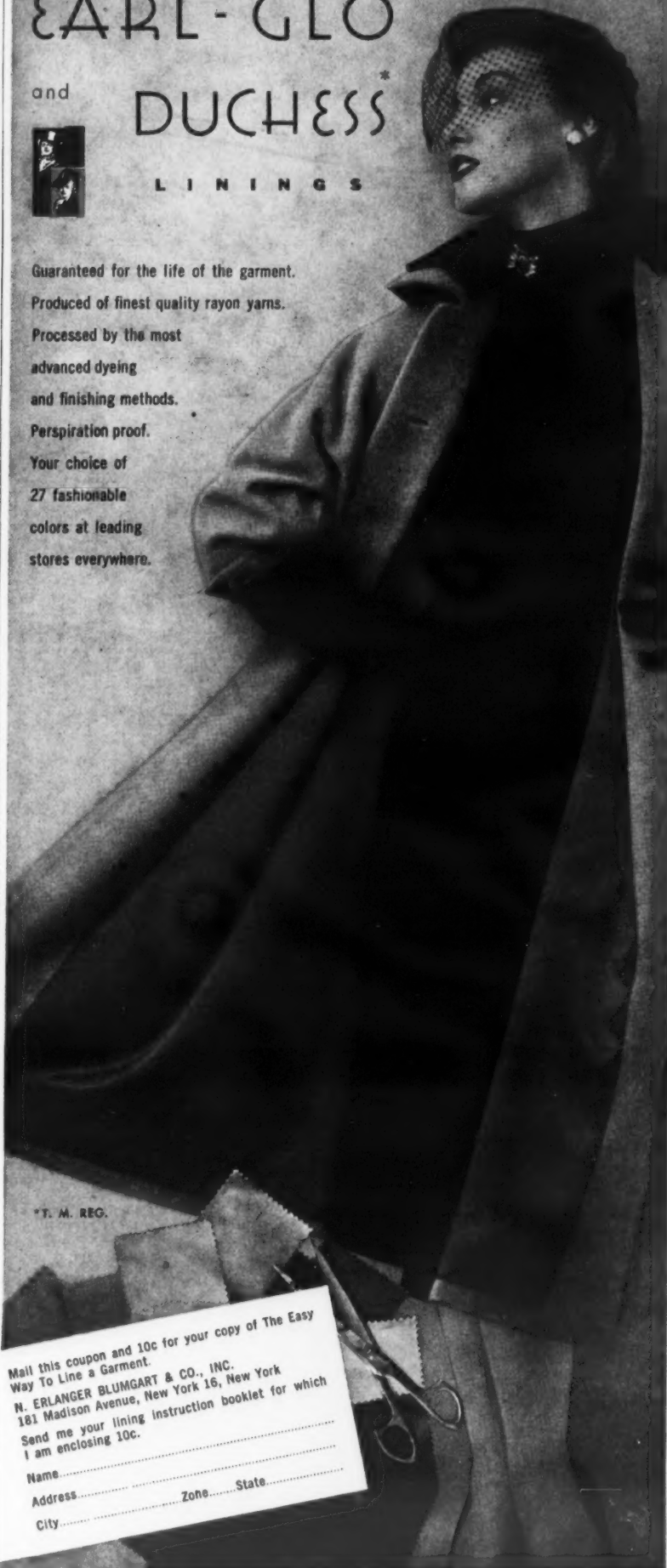
Perspiration proof.

Your choice of

27 fashionable

colors at leading

stores everywhere.



*T. M. REG.

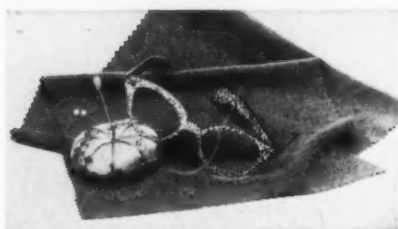
Mail this coupon and 10c for your copy of The Easy
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181 Madison Avenue, New York 16, New York
Send me your lining instruction booklet for which
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Your BUYING GUIDE for Fall

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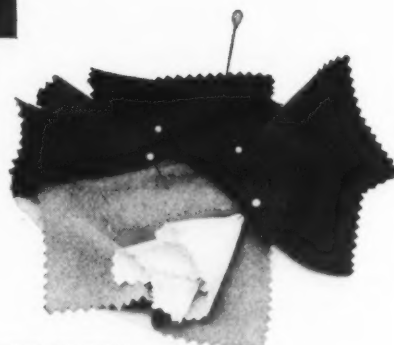
LOOK CLOSELY AT DONATO. note its neat, compact velvety surface—denser than any similar fabric.



LIKE ALL LASTING FASHIONS, Donato is durable as well as beautiful (this type of velvety surface is less crushable, less destructible).



IT'S LOVE AT FIRST SIGHT when you discover Donato for coats, suits, casuals... and men's sportswear, too!



DONATO'S FLOWER-LIKE BLOOM demands little care—dry clean; press lightly on reverse side with cool iron... An Amer-mill fabric of rayon.

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write for free sample swatch...address dept. b

Fabric Buy-Lines

COTTON BLEND RESEMBLES WOOL

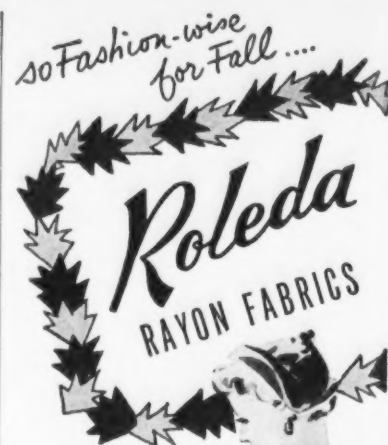
Bates "Dynelon" is a mixture of cotton, dynel, and nylon, and has many of the characteristics and assets of wool. It is stabilized not to shrink more than one to two percent, releases wrinkles, holds a crease in hems and pleats, is fully washable, resists mildew and moths, presses easily and comes in tweeds, gabardines, and cheviots in summer or winter weights for a moderate price.

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"Stazenu" is a chemically treated cotton with the look, hand, and feel, plus some of the other desirable characteristics of wool—yet retaining the valuable qualities of cotton. This new fabric will provide superior draping, mildew resistance, added warmth, and washability. Resiliency increases with laundering.



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B·G·E Buttons for Fall



SIMPLICITY PATTERN #3581
B·G·E BUTTON #5867

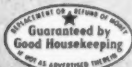
B·G·E buttons make the difference—give a professional, custom-made look to the simplest pattern. B·G·E buttons are color matched to Forstmann's Fall Hindustani Colors. Ask for B·G·E at your favorite button counter.

B·G·E

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Your treasure chest of odd buttons will give you all sorts of beautiful costume jewelry. You will be surprised how easy it is to make these gay pieces. All buttons by BGE Originales.



A Pretty Pair



Ring — Pull thin strips of wire through shank of button and fasten to a dime store ring band. Earrings — Remove shank, glue onto earring back.



Tailor Made

Stick pin — Draw hat pin through shank of button. Bend shank down with pliers. Glue to hold hat pin firmly. Cuff links — Wire shanks of two metal or jewelled buttons together.

Queen of Hearts



For choker and bracelet draw a very narrow velvet ribbon . . . preferably 1/8" through the shanks of heart-shaped rhinestones.



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rayon crepe in smart fabric
departments everywhere.



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Claudette Colbert

(Continued from page 56)

to take a job—and the first one I found and liked was in the theater." The star's figure isn't "typed" to any particular style—it's just as superb in slacks as it is in a ball gown. Her wonderful brown eyes, short cropped golden brown hair are excellent reason for her favorite colors being chocolate brown, rust and honey beige. Preferences also include a brighter side which leans to coral reds, emerald green and oyster white.

The shades Claudette likes to wear are reflected in her beautiful two-story Georgian style home in Beverly Hills. The living room walls are a light avocado green, one of her favorite colors. Vibrant accents are provided by oversized divans in deep coral with blended print chairs flanking the classic fireplace. Her rare collection of Chinese figurines creates an exotic display on the mantle.

"I like an easy type dress," Claudette confessed. "tailored and not fussy. I'm convinced that 'separates' must have been originated especially for me. I always think in terms of pluses — adding a sweater, a skirt or an evening jersey. They are positively the perfect answer for a girl on a budget and simply smart plan-

ning for a busy career woman."

Of course Claudette doesn't pretend that she has to worry too much about a budget and dashed upstairs to bring down a few of her "extravagances." They turned out to be an assortment of beautiful cashmere sweater shorties which she has decorated with embroidery, cording or elaborate beading.

Claudette's approach to fashion is strictly individual. It has established her in the "best-dressed" category and started many a new trend. Her "trademark" — the short-cropped hairdo—was a Colbert original and the modern version of the charm bracelet has been traced to her wrist.

"Pearls are another of my weaknesses," she confided. "I can usually manage to work them around practically anything I put on."

With that she pulled a long strand of the gems from her slacks pocket to prove her point.

"I have just come from a dress fitting and I always take my pet prop along," she explained.

The watchword of all Claudette's fashion planning is "time saving," for she is an extremely busy woman with three important occupations. First, as the wife of Dr. Joel Press-

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Simplicity Designer Pattern 8298



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3 1/2 yards of patterned Lanella @ 3.50 yard	10.94
Simplicity Designer Pattern 8298	.50
Thread, 4 spools	.20
9 blouse buttons	1.00
1 skirt button	.10
Snaps	.10
Seam binding	.10
	\$19.47

Claudette Colbert

man, she has efficiently managed their home for 16 years.

Second, as an actress, she has been more than busy. After her big break in 1932 as Cleopatra, she has made more than 50 pictures in eighteen years. Since 1934, when she won an Oscar for "It Happened One Night," she has not been out of the movie industry's top ten in popularity polls.

Third, she takes her portrait painting seriously and is now doing a promotion series on famous stars for a cosmetic firm.

"Acting on the legitimate stage and in Hollywood too is out of the question," she declared. Our home and my husband's practice are in Los Angeles. Naturally those are the important things and I won't complicate our lives by trying to shuttle back and forth across the country."

With her full schedule Claudette prefers to entertain informally and takes to the feminine look in her hostess gowns and hostess pajamas.

"The average man likes a little of that 'Southern Belle' look" she advises. "In other words, he prefers softer clothes for evening—soft and clinging or airy. He hates stiff, armored looking fabrics and is a softie for black velvet. White skin and

black velvet are an unbeatable combination," she laughed.

Claudette Colbert's advice on being smartly dressed is simple:

"Be sure you have selected an outfit that will 'sit' as well as 'walk' gracefully. I know of nothing that will cramp your fashion style any more than a too-slim skirt."

Claudette's choice for streetwear is the navy and white checked wool dress which has a coat look and can be sparked with white collar and cuffs. Another daytime dress she styles in rust colored velvety fabric for all-around wear. For evening, too, she prefers the line to be simple selecting a blouse and skirt from Simplicity's collection of dressy separates. At home she likes the tailored comfort of slacks topped by a wool jersey cardigan, and for evenings a graceful flannel robe trimmed with feminine black velvet bows. All reflect her love for uncluttered elegance.

One last word to the wardrobe-wise:

"The woman who feels 'the rose will do the trick' won't be on any best-dressed lists. In short, don't be a 'what I can't wear I'll carry' type. Never be overdressed for an occasion and you'll always be well-dressed."

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#3435



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HIGH FASHION NOTE FOR FALL...



Simplicity
Pattern
3632

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Sewing Circle

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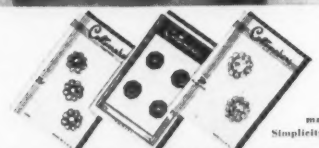
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They're the couturier buttons especially designed by fashion experts to give your fall clothes personality at a price. Only 10c, 25c or 39c a card at "five and tens" and other notions stores everywhere.



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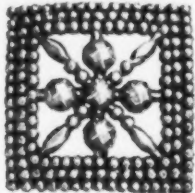



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  <p>Buttons repeated on sleeve and skirt. La Mode 8168.</p>	  <p>Button twosomes smarten the coat dress. La Mode 3478.</p>
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  <p>Scalloped front shows beautiful button parade. La Mode 8171.</p>	  <p>Cut-steel drama on costume blouse. La Mode 8202.</p>
  <p>For bolero costume: paired buttons on the slant. La Mode 8183.</p>	  <p>The little coat wears big square buttons. La Mode 8223.</p>

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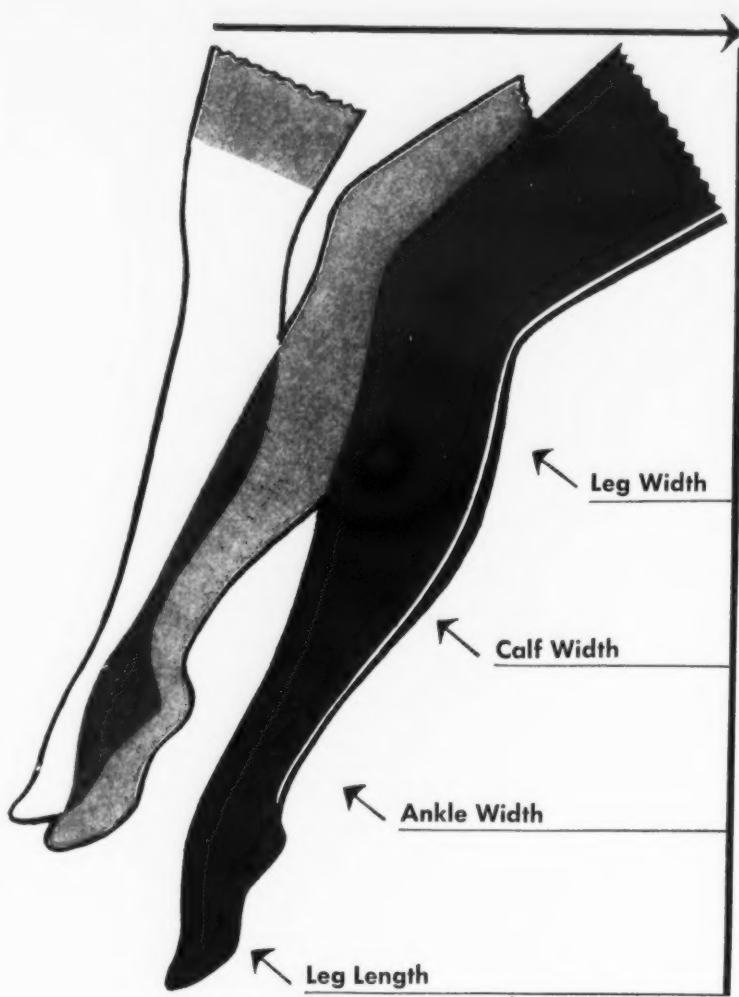
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If you find the right stocking to fit your leg, you will avoid the following problems: Nylons which are too small spring holes at the toe; those which are too large wrinkle around your foot. Short stockings run from strain, and extra long hose have to be folded over, a sure way of getting runs.

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nylons, has devised a simple method for you to judge your own stocking foot size and length.

Stocking foot sizes go by inches not by shoe sizes. To determine your correct size, stand in stocking feet on a wooden ruler. If the measure is 9½" you wear a size 9½ stocking.

To find your hosiery length, stand in your stocking feet on a level surface. Place yardstick on side of heel and measure to garter point. Keeping your leg size in mind, add 3" to length obtained if leg is trim; 4" if leg is average; 5" if leg is slightly full; and 6" if leg is long and on the full side.

In the illustration above are three proportioned Glen Raven nylons. All are the same foot size but different leg lengths.

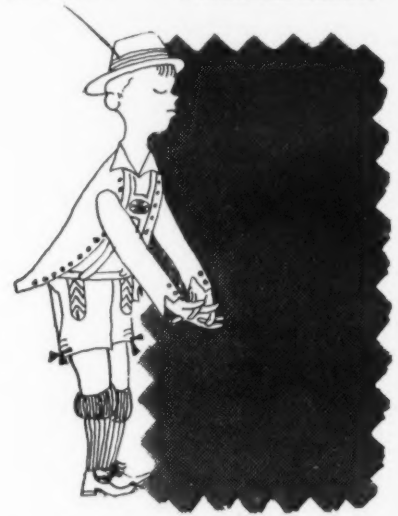


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Simplicity Pattern #8428

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We Enjoyed Hearing

(Continued from page 16)

....I feel that it is not enough to sew well, one must know what type clothes are best for one's self, what colors to choose and to combine them well so as to plan a wardrobe. Please continue to have articles on selecting the right clothes; show us up-to-date sewing aids and new materials. I want to learn not only how to dress well, but to be well-dressed and well-groomed.

Mrs. Edna Rice
Detroit, Michigan

....I love to find little extras in the back of the book such as articles on Decorated Sweaters. I also like to see new beauty and sewing aids....

Mrs. Robert A. Mastrom
Siransea, Massachusetts

....my only trouble is that I just wish I had somebody to just shower me with fabrics and then I could sew and sew and sew. It's about a 50-50 deal. I see a pattern and that starts me looking for material. Then again it's the material that makes me pattern conscious.

Mrs. Bernard B. Lusk
Auburn, California

....In my estimation the greatest need in patterns are youthful styles for larger sizes, 40 and 42. Women in those sizes can't readily buy clothes that are attractive without investing a lot of money which so many do not have.

Mrs. Plymale
Glen Allen, Virginia

....Even though I am a self-taught seamstress, I am never afraid to tackle any one of your patterns because they are so simple to follow. Likewise I am not afraid to attempt even your simplest pattern, because I know it will be as fashion-right and smart as the more detailed ones.

Katherine Schlosser
Cleveland, Ohio

....It is my hope that you will not discontinue half size patterns....as your patterns fill the need more than any I have found to date....a wardrobe based on sizes would be a good feature for future pattern books, on the order of page 63 in the Spring 1951 issue.

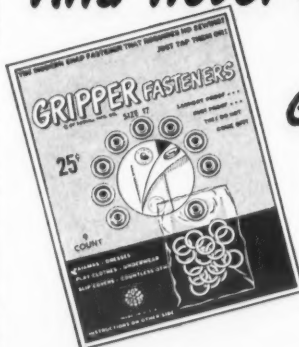
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From You . . .

....I find that the Simplicity Pattern Magazine keeps me abreast of the current fashion trends and also lets me in on the new patterns that Simplicity has. It gives me ideas about pattern use that I might not think of if I just glanced through the pattern catalogue in the store. Also it saves me trips down town, since I can telephone a pattern order to the store after I find what I want. Since there isn't a baby sitter handy in the neighborhood I just can't get down town every time I'd like to, and the Simplicity magazine is practically a must with me now.

Mrs. Tom E. Krieg
Tulsa, Oklahoma

* * *

....It is surely a relief from the boredom of housework to look at your magazine and not to be urged by articles to go back to the kitchen to try a new economical dish. Your patterns just seem to suit my way of life more and more. Not fussy and overdressed, with a young point of view, and just as much dash as possible.

Lillian Levine
Van Nuys, California

Ribbons

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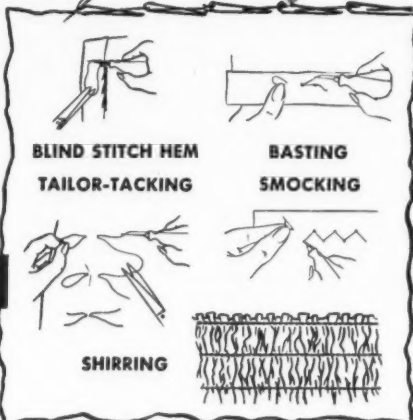
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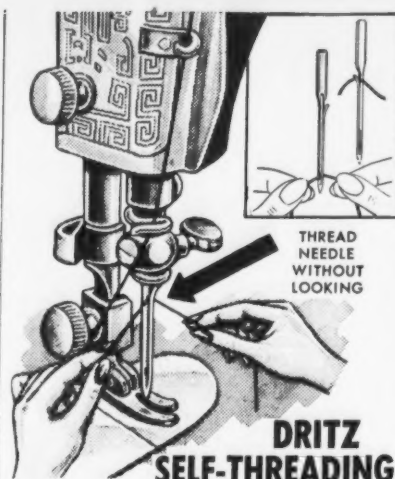
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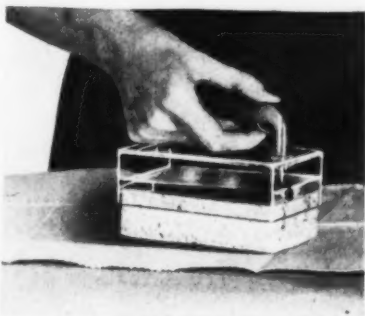
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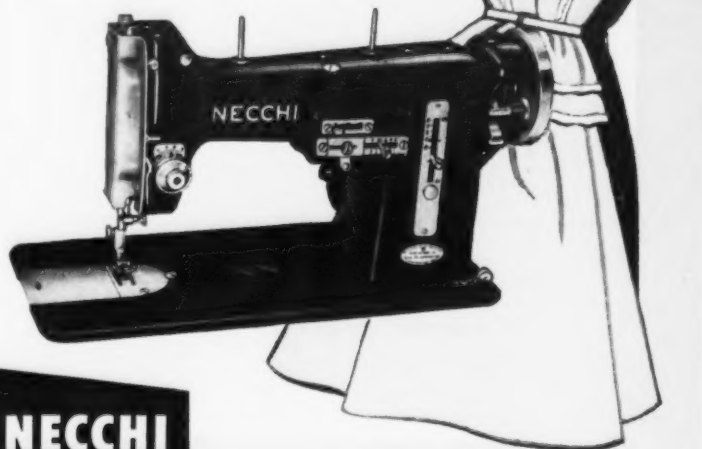
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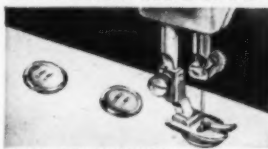


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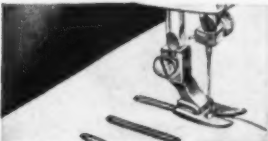


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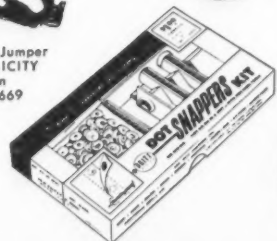
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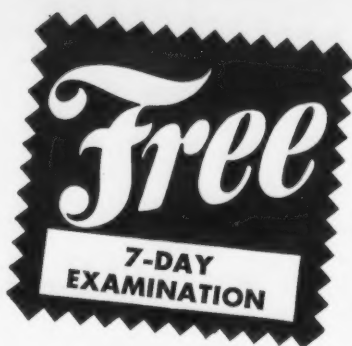


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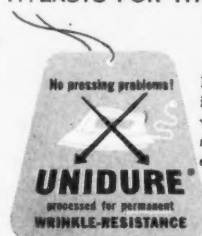
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